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JULY No. 69

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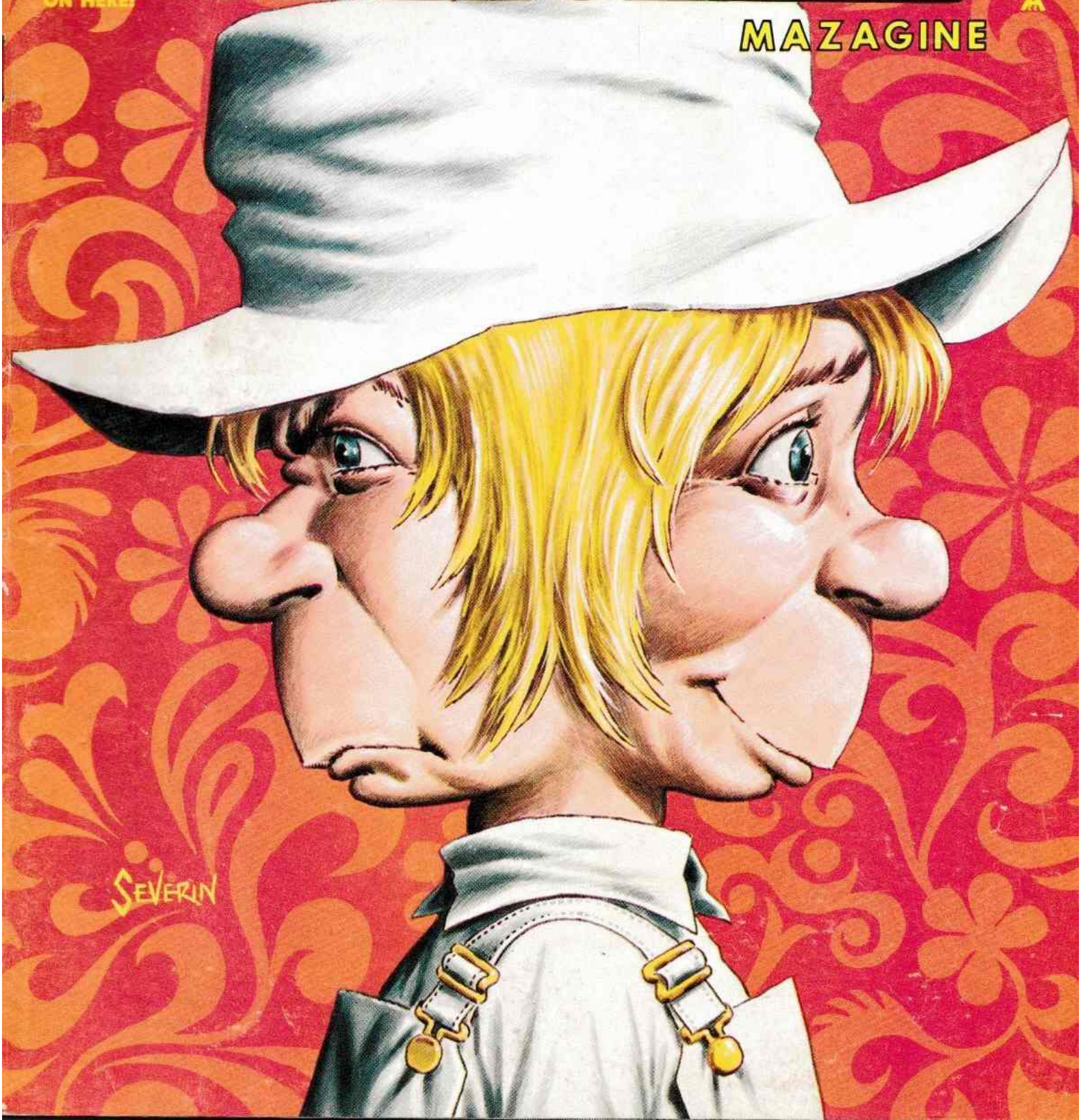

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NUMBER 69 JULY, 1968

CRACKED

ROBERT C. SPROUL *publisher and editor*
CHARLES FOSTER *production*
JOHN SEVERIN, CHARLIE RODRIGUES, DON OREHEK, JOHNNY LANGTON, BILL McCARTNEY, LUGOZE, TONY TALLARICO, CARACU *artists*
GEORGE GLADIR, JOE KIERNAN, PAUL LAIKIN, ARNOLD SANDERS, ART POTTIER *writers*
DONNA CHARLES *proopreader*
SYLVESTER P. SMYTHE *janitor*

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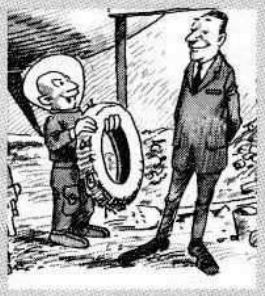
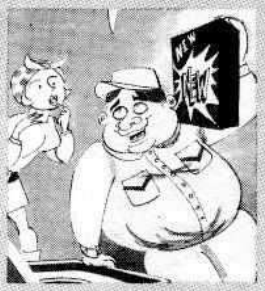
WHAT'S UP FRONT — OUR COVER

SYLVESTER does a DOUBLE-TAKE! In an effort to view both sides of every question, our inquiring janitor SPLITS his personality. Does this mean that he's two-faced?! . . . Symbolic of our searching, editorial policy, this cover, formulated and designed by America's foremost humor artist, John Severin, has already caused comment in the publishing world: "So?"; "Ecch!"; "THAT'S a painting?" Thanks, fellows!

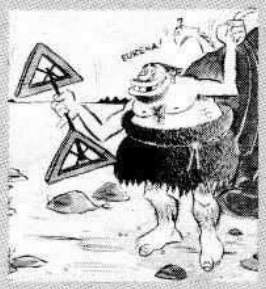


GARBAGE GARBLE

COMIC CHARACTERS



TV COMMERCIALS



BORN LOSERS

SPORTS PRIMER

FOTO FUN

BLACK THOUGHTS

TREND TOWARDS VIOLENCE

LETTERS

Dear Crazy Clods:

I just couldn't wait to get my hands on paper and a pen to write you nuts after I finished reading the March issue of CRACKED. You guys must be the wackiest bunch of kooks walking the face of this earth. The greatest articles were, "The Growing Complexity of Pro Football", "Cracked Looks at an Outdoor Art Exhibit" and "The Establishment Goes Hippy". The hippy stuff had me blowing my cool. I want to become a hippy, but I just can't seem to keep the flowers in my hair from falling out.

Johnny Rooney
Bakersfield, Calif.

Have you tried tilting your head to the left and planting them in your right ear?

Dear Editors:

Last week I spotted this neat graffiti (Jan. CRACKED) chalked on the wall of a building near my house. Maybe you can use it in your wonderful magazine. Here it is—"The world will end soon—Don't buy any long playing records".

Clara Randel
New York, N.Y.

We just did, darn it!

Dear Fun-Seekers:

I want you jerks to know I took "The Cracked Current Events Test" (March issue) and did fine. I got every one correct except the Monkees. I thought they were four guys who owned a burned down barber shop.

Scott Schulz
Westport, Conn.

We thought they were four guys who once played in the backfield for Jack Armstrong High School.

Dear Nice Nuts:

Is Sylvester P. Smythe, your janitor, any relation to Oscar B. Smythe? I bet you don't know who Oscar B. Smythe was. Give up? Well, Oscar B. Smythe was the man who invented the 11 foot pole for people you would not touch with a ten foot pole. I hope I have been of some help.

Earl Greenfield
Tacoma, Wash.

Oscar B. Smythe is not related to Sylvester P. Smythe, but Sylvester once told us his uncle, Felton P. Smythe invented something that keeps the inside of his car quiet . . . It fits right over his wife's mouth.

Dear Jokers:

The number one thing that makes CRACKED a truly funny magazine is that you know what America wants to laugh at right now. The subjects of the stories are on everybody's lips such as hippies, work slowdowns, super cigarettes, outer space and musical strains for brains. All the latest in tip-top humor, is what CRACKED means. CRACKED is the MOST!

Don Nibbons
Davenport, Iowa

Okay, CRACKED artists and writers take a bow. Thanks for the letter, Don.

Dear Cracked:

Where can I get that weeny-bopper doll? (CRACKED, Jan.) My sister says she wants it for her birthday.

Buddy Travis
Trenton, N.J.

We checked with the manufacturer and he said there was only one store in New Jersey that carried that doll, but the store and its owner flew away a few weeks ago—WHEEE!

CRACKED SUBSCRIPTIONS
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HERE'S MY TWO DOLLARS. Please put me on your subscription list real fast. I want lots of large laughs!

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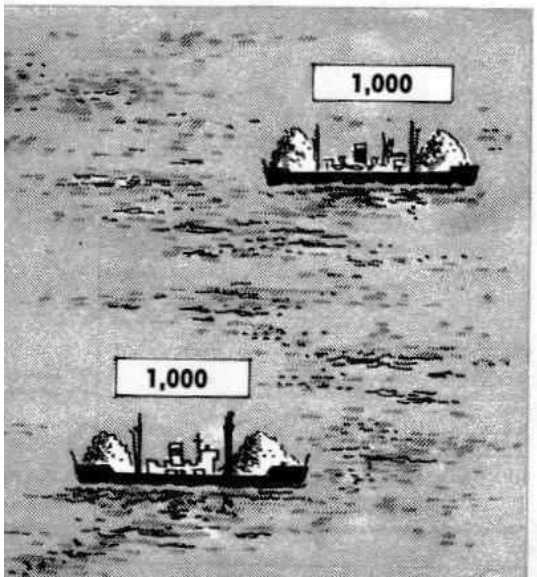
DEBRIS DILEMMA SECTION:

Khrushchev once threatened to bury America, but what he failed to accomplish, we are now doing for ourselves. Yes, we are burying America under loads of litter and scads of scrap. CRACKED injects its own torrent of trash into the problem with an article entitled . . .

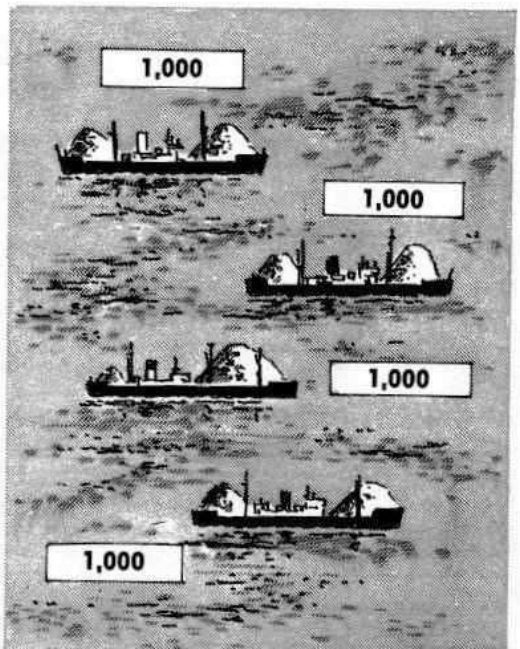
THE GROWING GARBAGE GARBLE

The chart below illustrates the seriousness of our garbage crisis . . .

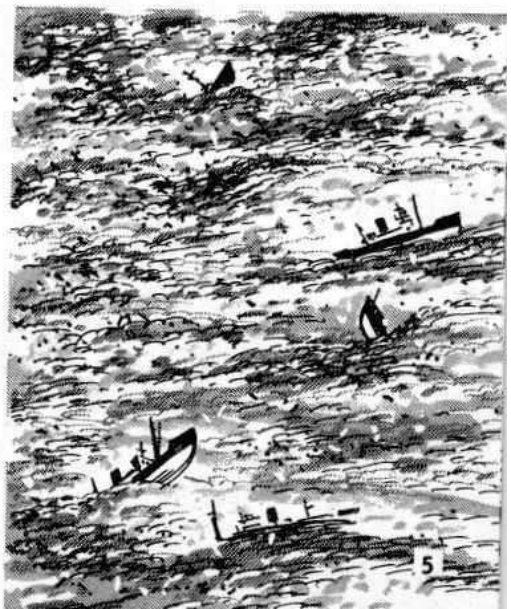
At present, it would take approximately 2,000 giant cargo ships to dump our yearly conglomeration of garbage.



By 1980, it is estimated it will take 4,000 giant cargo ships to do the job.



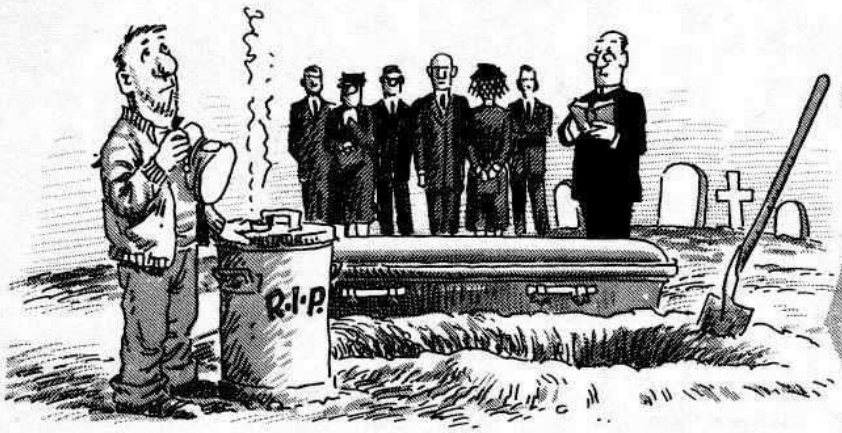
By 2010, no amount of boats will be able to do the job. . . . There won't be an ocean left.



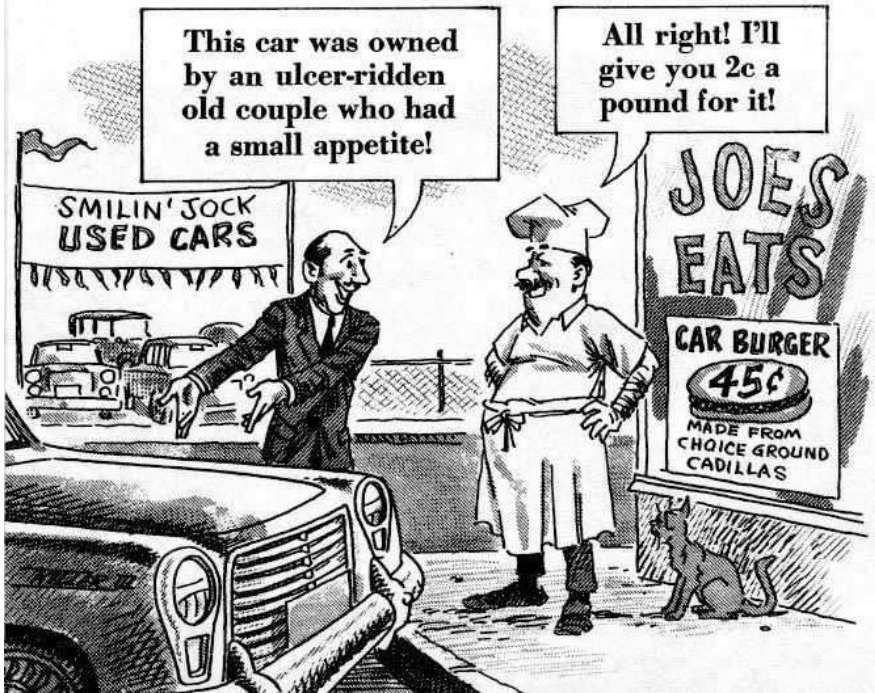
CRACKED believes it will take a concerted effort by everyone involved if America is to solve its garbage problem . . .

CONSUMERS
It should become everyone's patriotic duty to eat up EVERYTHING on his plate.

People on death's doorstep should be told "They CAN take it with them." . . . their garbage, that is.

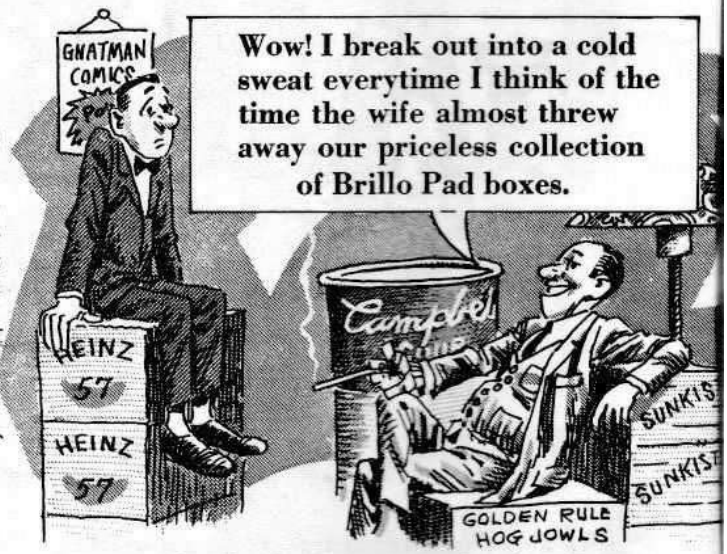


PRODUCERS
Instead of using indestructible metals and plastics, manufacturers should make cars, boats, spray cans, etc., out of edible material!



Small garbage cans should become a badge of patriotism.

Everyone should get in on the Pop Art kick and utilize their garbage for art objects.



Magazines should reduce the size of garbage by reducing the size of their publications and supplying readers with a jeweler's eyeglass.

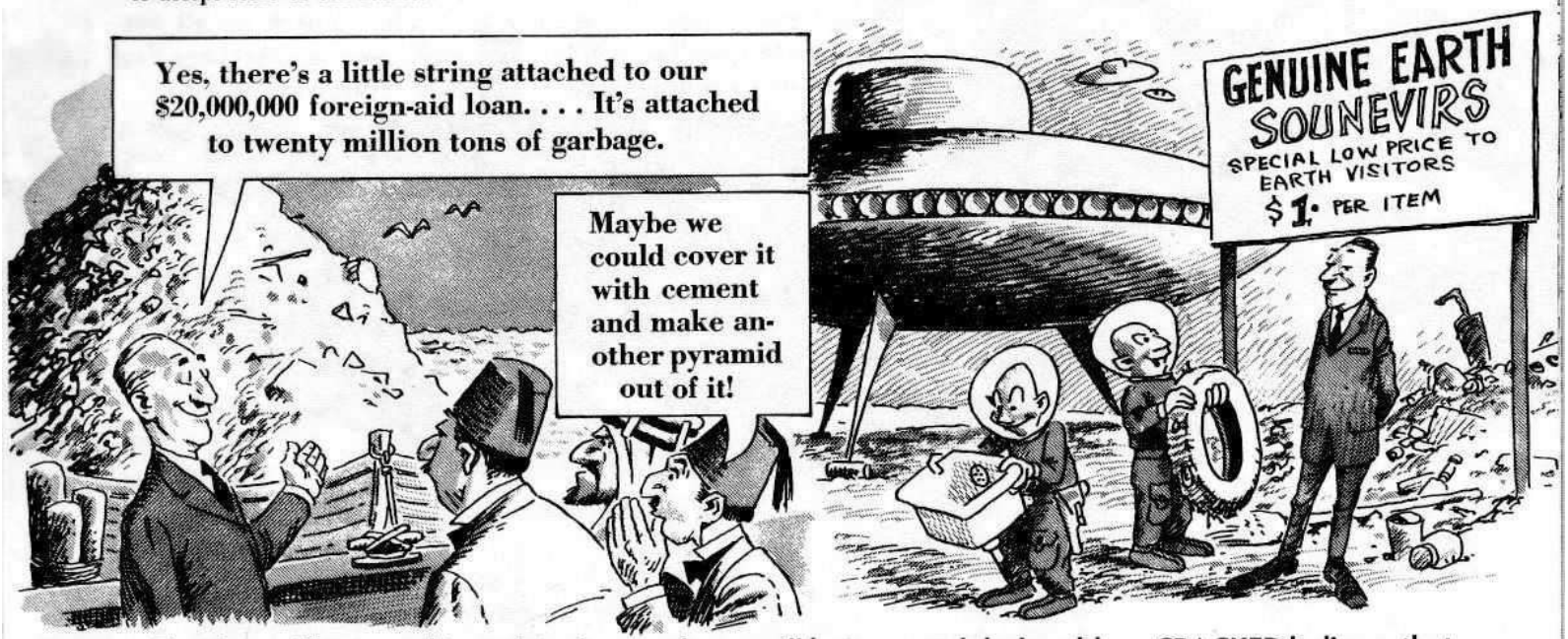
GOVERNMENT

The government should cover hills of garbage with artificial snow. This would beautify the ugly garbage dumps and enable Americans to relax from their garbage worries by skiing.

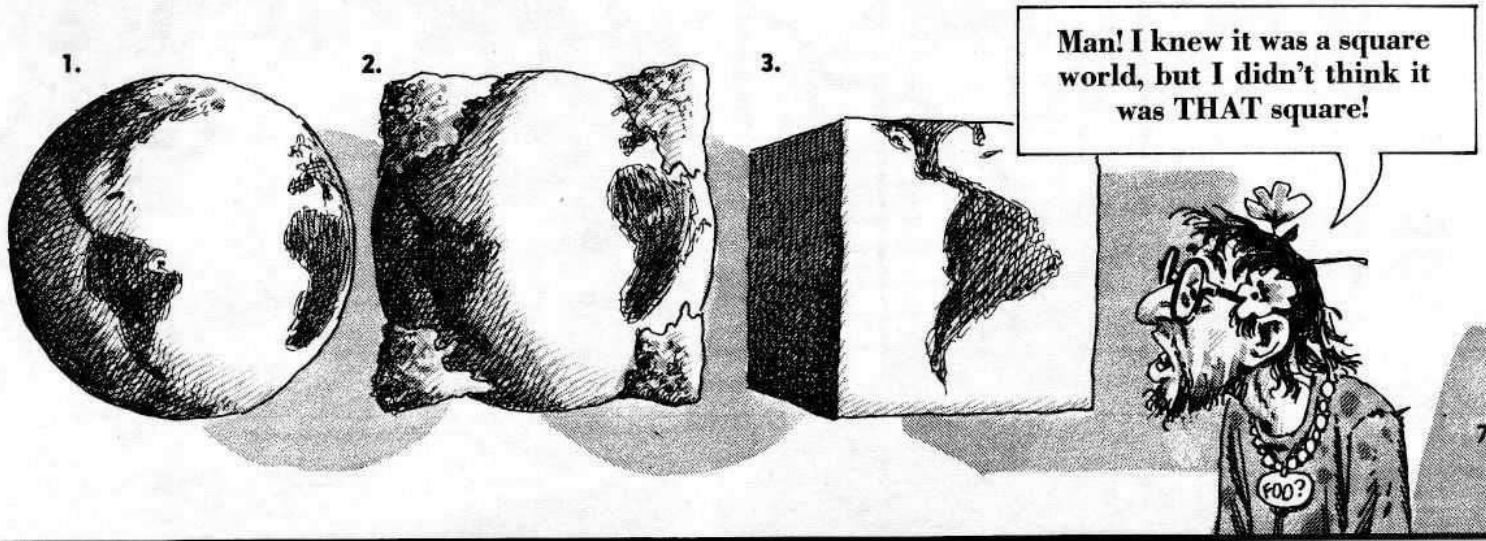
Washington should induce foreign countries to accept some of our refuse.

Cities could help solve their garbage problem by encouraging transient motorists to take some of it away.

Whenever possible, we should sell it to outerspace creatures as souvenirs of Earth.



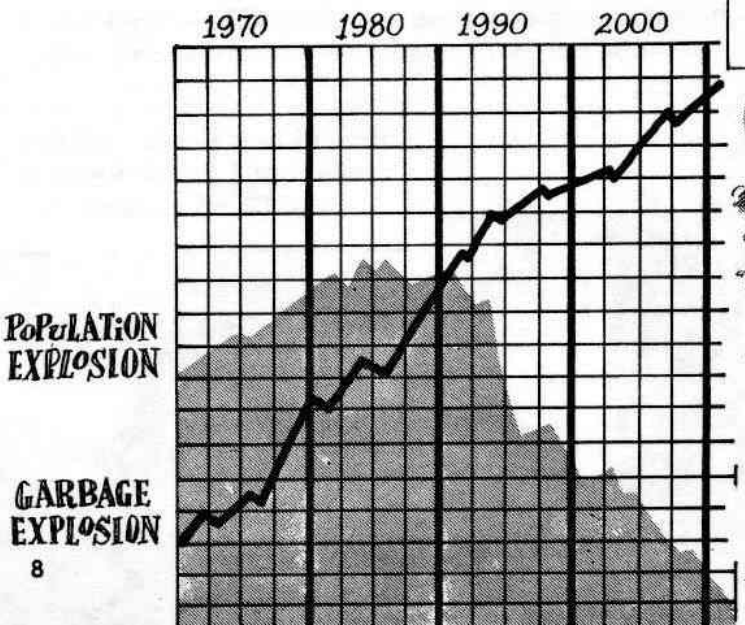
The time will come, ultimately, when garbage will become a global problem. CRACKED believes that by carefully stacking it in the right places, we can reshape our destiny and our world at the same time



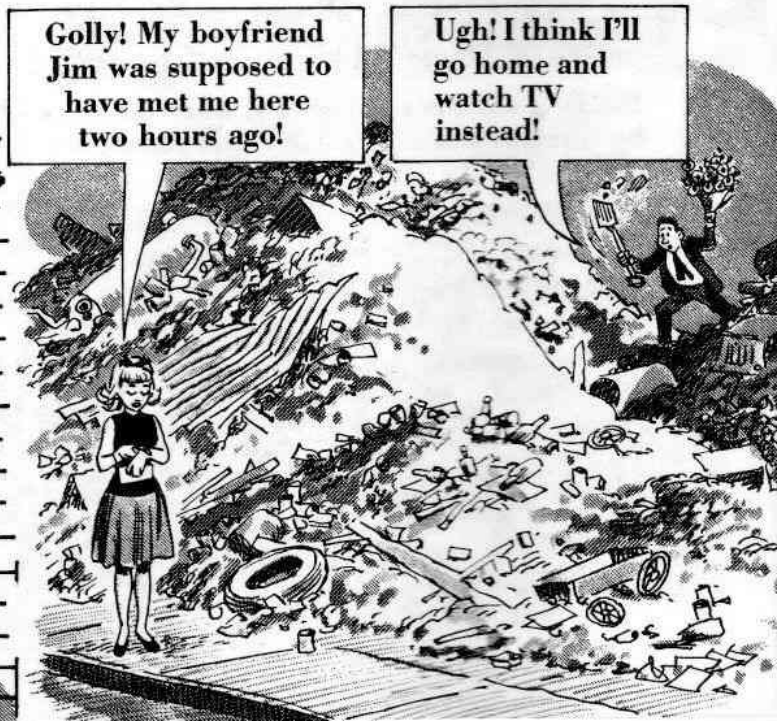
CRACKED would like to encourage today's youth to enter the sanitation profession. As the garbage problem becomes more acute CRACKED predicts garbagemen will gain more status.

The ultimate in glamorous professions will be the Space Garbageman.

CRACKED ends this article on a bright note. If it does nothing else, the garbage explosion will help solve the population explosion. . .



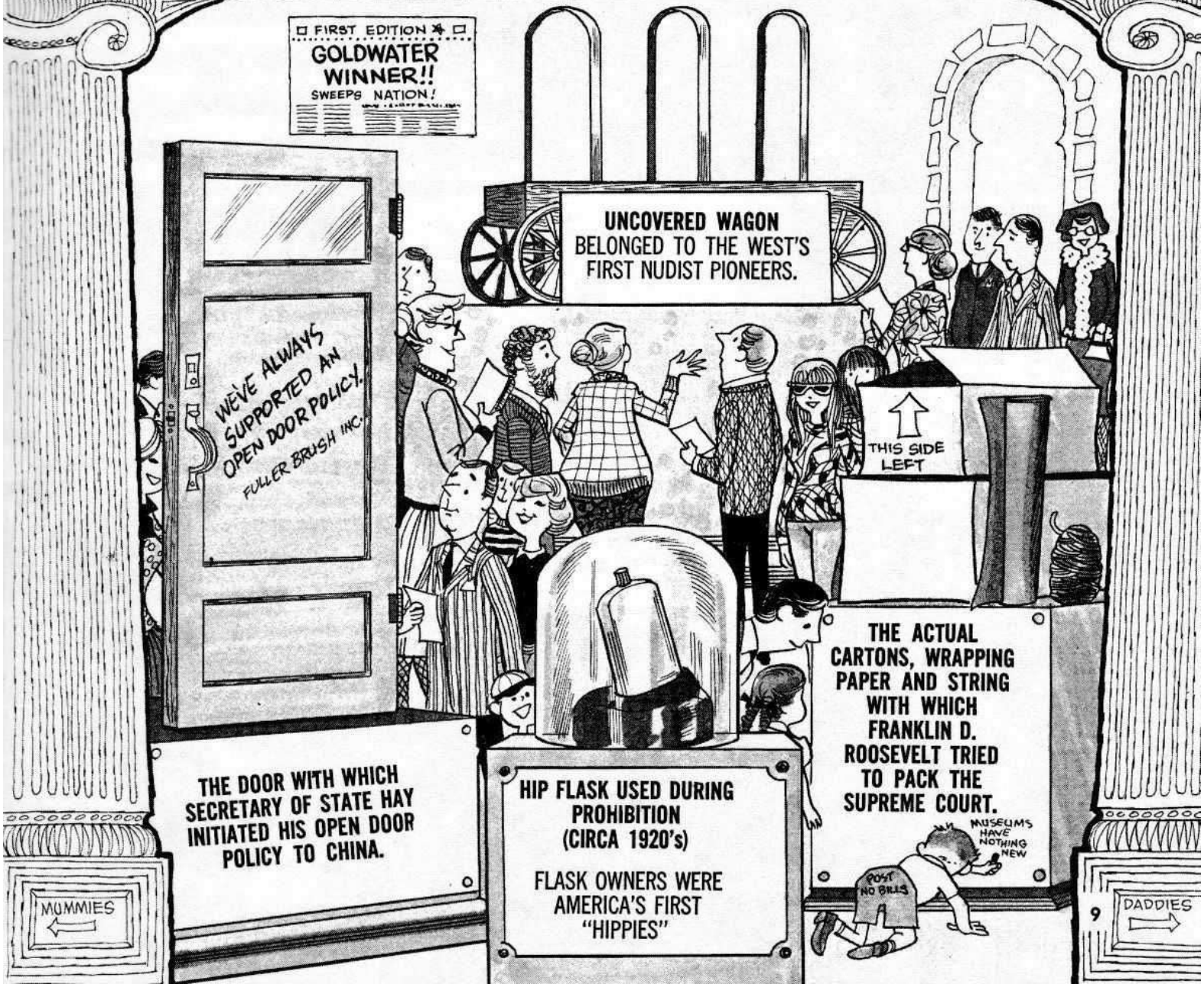
CRACKED shows why . . .



TRIVIA TRAVESTY SECTION:

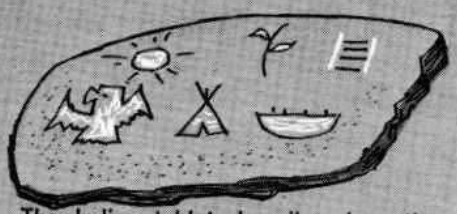
The whole world has gone cracked on trivia. We have trivia-type games with trivia-type questions like: Who played the finky hood in "The Maltese Falcon", or What was the flip side of Elvis Presley's *Heartbreak Hotel?* We have art based on pop-trivia. We have trivia collectors who pay up to $100 for comic books. . . . CRACKED, a publication which has long been known for its trivial trivia — has decided to join the trivia bandwagon by erecting the only museum dedicated solely to trivia and calling it, appropriately enough . . .

THE CRACKED MUSEUM OF HISTORICAL TRIVIA



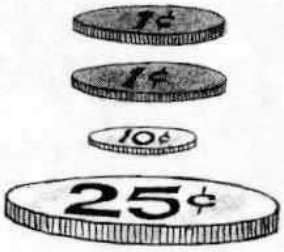
This rare billiard ball found in Chicago lends credence to the belief that Roman legionnaires preceded Columbus to America.

First recorded account of American colonists being scalped by Indians.

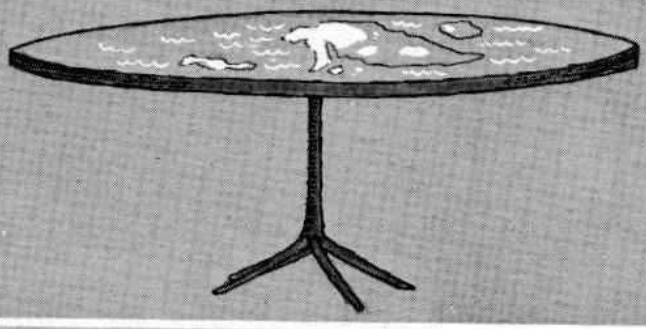


The Indian tablet describes how the Moohlah Tribe overcharged white settlers a whopping 17 chickens to witness a rain dance.

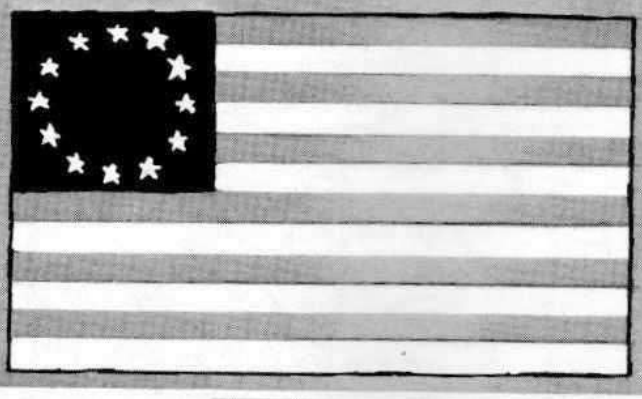
The 37c that America actually collected from its multimillion loans to World War I allies.



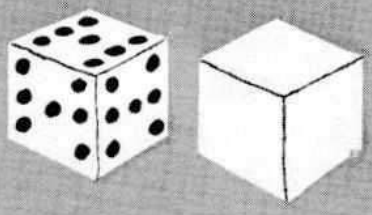
Early 15th century atlas of the world. This model was extremely popular prior to 1492.



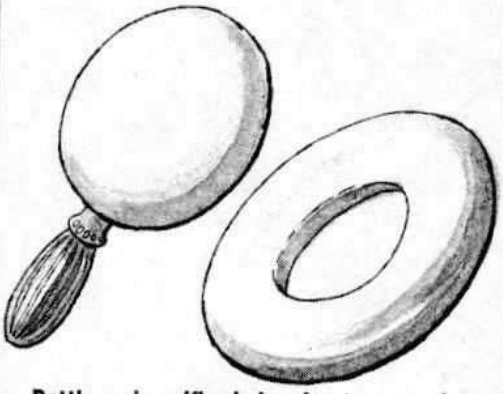
U.S. flag design by Jeremiah Jinks. This design was rejected by Congress because it contained only 12 stars and 12 stripes . . . Jeremiah was extremely superstitious.



First loaded dice ever to be used on a Mississippi River steamboat (used only once).



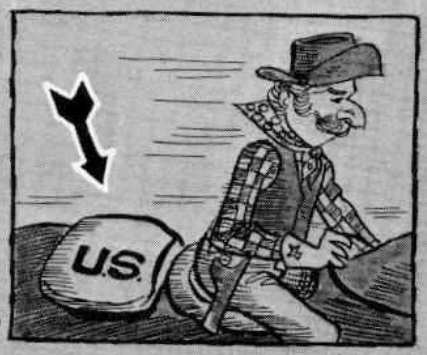
. . . The owner obviously had to be more loaded than the dice to think he could get away with it.



Rattle and pacifier belonging to a member of Ponce de Leon's crew who overdid the Fountain of Youth bit.

This poster was offered as an alternate plan to the Boston Tea Party raid. The designer, Tobias Meek, was Boston's leading dove.

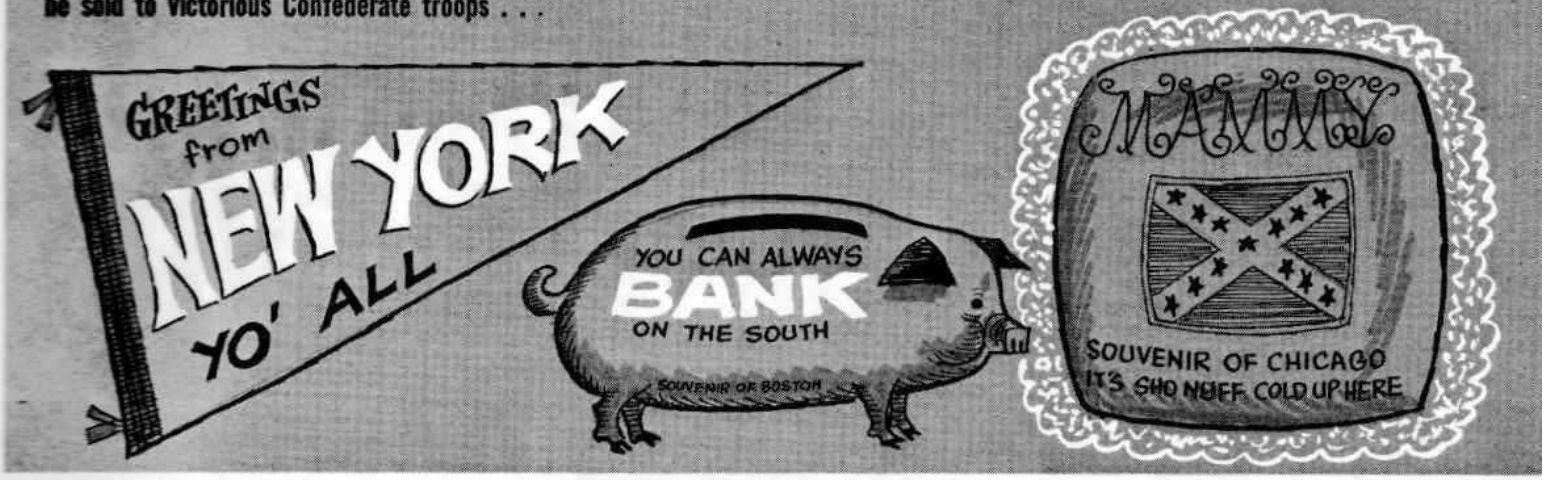
Picture shows FIRST saddle bag to ride on the Pony Express.



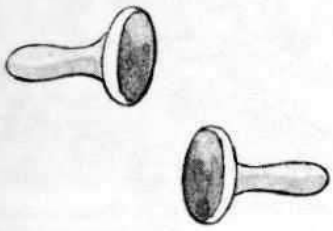
Picture shows SECOND saddle bag to ride on the Pony Express.

Deck of cards used by Franklin D. Roosevelt for his NEW DEAL.

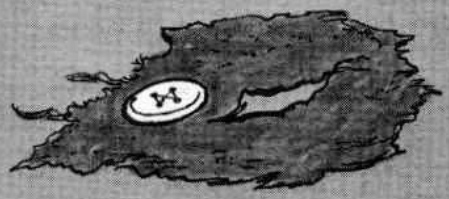
Assorted Civil War souvenirs manufactured in 1861 intended to be sold to victorious Confederate troops . . .



Ear plugs used by a Wall Street bystander to muffle the Big Crash of '29.

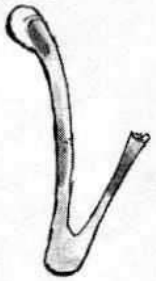


Piece of garment belonging to the first Redcoat victim of the American Revolution.



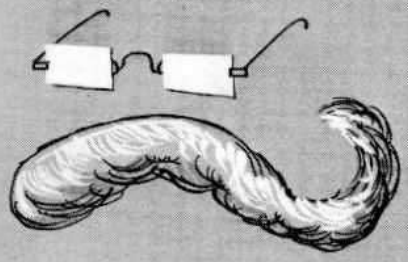
. . . He was gored by a Concord bull.

Wishbone from the first Thanksgiving feast.



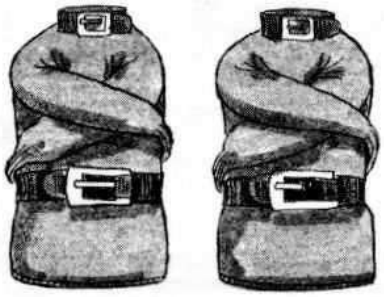
Legend has it that the Pilgrim owner made a wish that his smelly Indian guests would bathe more often in the future.

First mod specs and beatle wig worn in America.

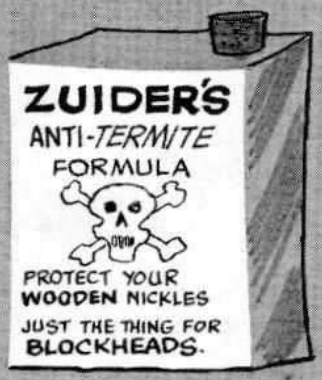


. . . Items owned by Ben Franklin.

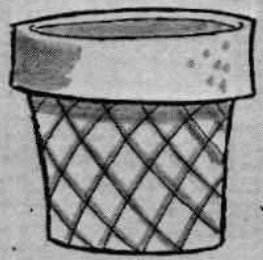
The actual straitjackets the city of Dayton, Ohio was planning to use on the Wright Brothers prior to their successful flight at Kitty Hawk.



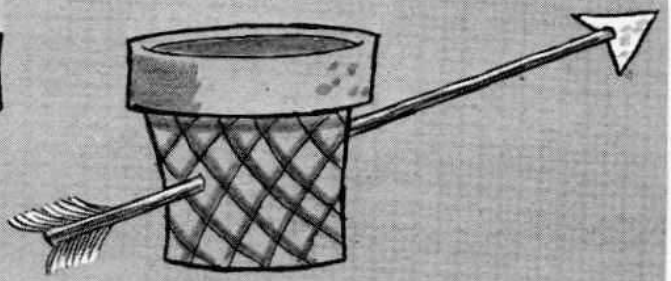
Termite exterminator used by Peter Stuyvesant on his wooden leg.



Custard cone taken from Custard's first stand . . .



Custard cone taken from Custard's LAST stand . . .



18th century English button manufactured for distribution in America.

. . . Unfortunately these buttons did not arrive in America until one week ter the British surrender at Yorktown.

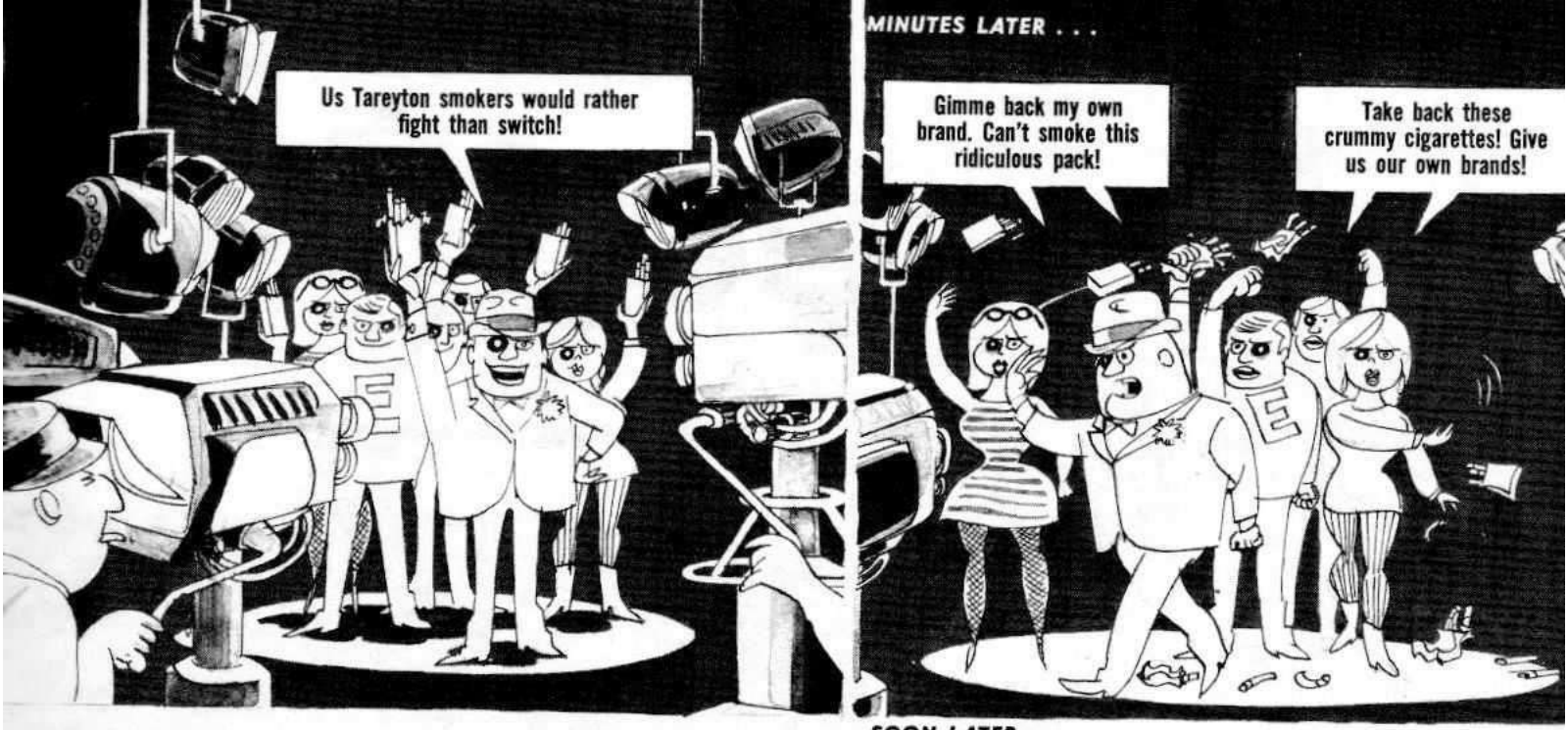
A CRACKED EXPOSE

WHAT REALLY HA TELEVISI

To get a firsthand look at what occurs when TV commercials are being filmed, the staff of CRACKED recently toured several TV studios. Here are their behind-the-scenes report about

PPENS DURING THE FILMING OF ON COMMERCIALS!

AN HOUR LATER . . .
YIPE!! What's happening, Myrtle? Looks like a tornado's blowing us right out of the kitchen!
Cool it, Bertha!
You see, that's because this new detergent washes so fast, it saves you hours in the kitchen!
That's wonderful! Let's go back and see how nice and clean everything is!
EGAD!! Everything's clean all right, but look what that stupid tornado did to the rest of the kitchen!
Get my insurance agent on the phone!
Somebody send for the washer repairman?
Oh, am I glad you came! I have so much wash to do and the machine just clogged up!
Have no fear, lady. I'll have it fixed in a jiffy. Reason it clogged is because you're using the wrong soap.
NEW
NEW
My, you're a wonder. Now I'll be able to finish my wash and go play Mah-Jongg with the girls.
A MOMENT LATER . . .
BAVOOM!!
Whattaya expect from me, Phil? I'm only an actor. Who can fix these blasted things anyway!?
But we gotta film a new commercial in ten minutes!

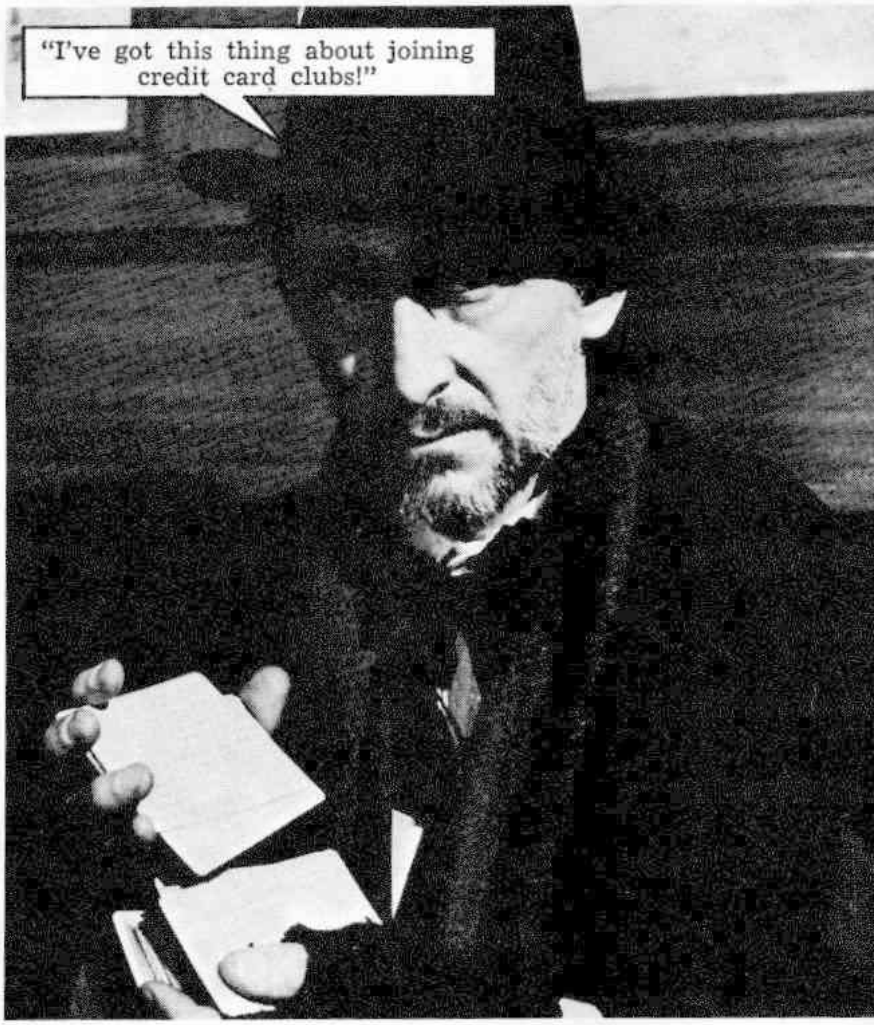

Us Tareyton smokers would rather fight than switch!
MINUTES LATER . . .
Gimme back my own brand. Can't smoke this ridiculous pack!
Take back these crummy cigarettes! Give us our own brands!

I'm calling all you tigers! . . . Oh, you know who I mean . . . All you wild, brutish beasts . . . You animals with hairy manes . . . It's you real tigers I'm calling . . .
SOON LATER . . .

You don't have to be Jewish to enjoy Levy's bread!
A MINUTE LATER . . .
Vell, Irving, I'm gled dot commoishel is oveh! Oy vay! Dese lights are killink me!
Yeah, Mollie. Let's vash up, pick up de checks, an' go beck home to de Bronx!
FRANCIO

LIGHTS, ACTION, CHUCKLES SECTION:

FOTO FUN!



THE CRACKED TV SPORTS PRIMER

LESSON 1. ***THE MAN BEHIND THE MIKE***

See the man. He is the nice man who broadcasts the sporting events on TV. Why does the nice man talk so much? The nice man talks so much to cover up for the fact that he doesn't know too much about the sport he's broadcasting. Is the nice man good? Yes, the nice man is good to his mother and father, but not to the viewer who knows something about the game.

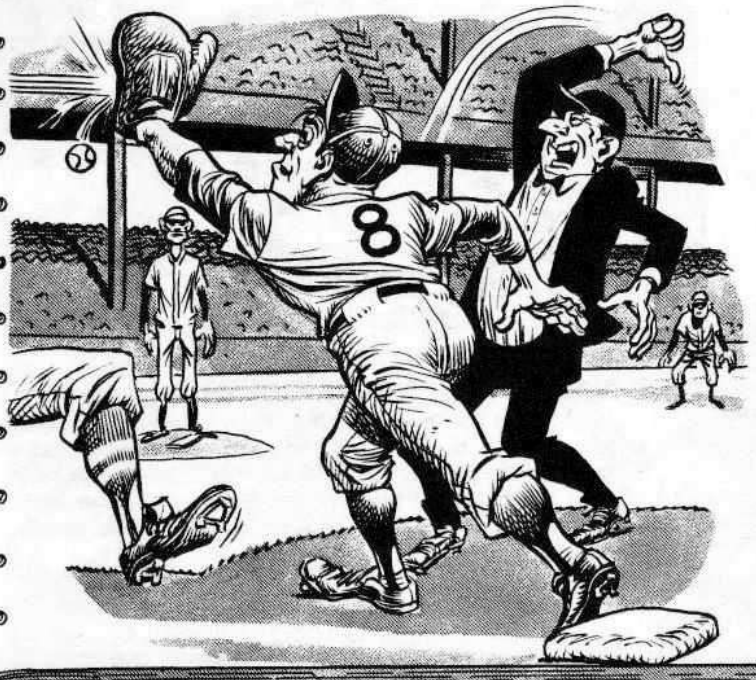
McCARTNEY

LESSON 2.

THE ISOLATED CAMERA

This camera shows you what happened on the extra special play that brought the crowd to its feet. Very often they present the play in slow motion.

Are people happy with the isolated camera? The viewer is very happy with the isolated camera because it lets him see the thrill-packed action once again. Also, the slow motion repeat lets the viewer have more time to go to the refrigerator to get a beer. Are all people happy with the isolated camera? Not all people, especially the umpire when it shows he made the wrong call.



LESSON 3.

THE TV DIRECTOR

This man's job is very important. He must make sure the right TV camera is on the action when it happens in the sporting event. He also has to make sure that the 87 commercials get on for each hour of air time.

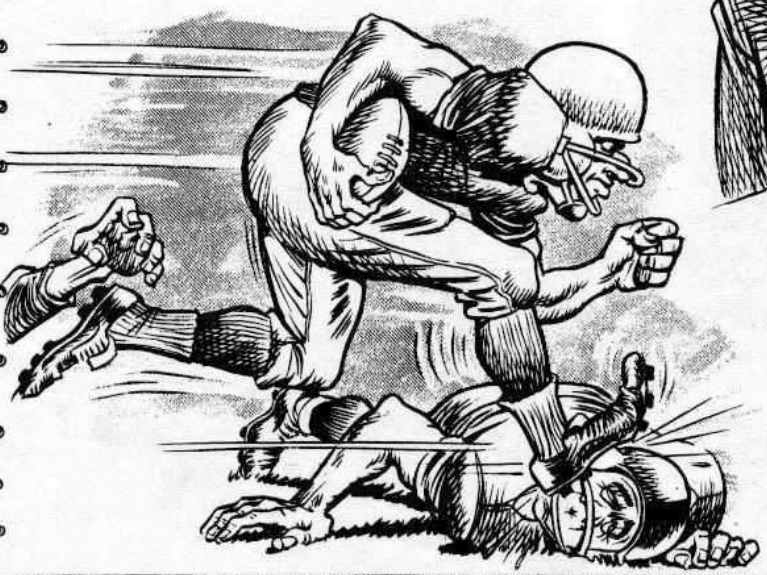
What else does this man do? Nothing much, except to make drinks for the sportscaster and himself. Why do they drink while working? They can't stand the game they are viewing.

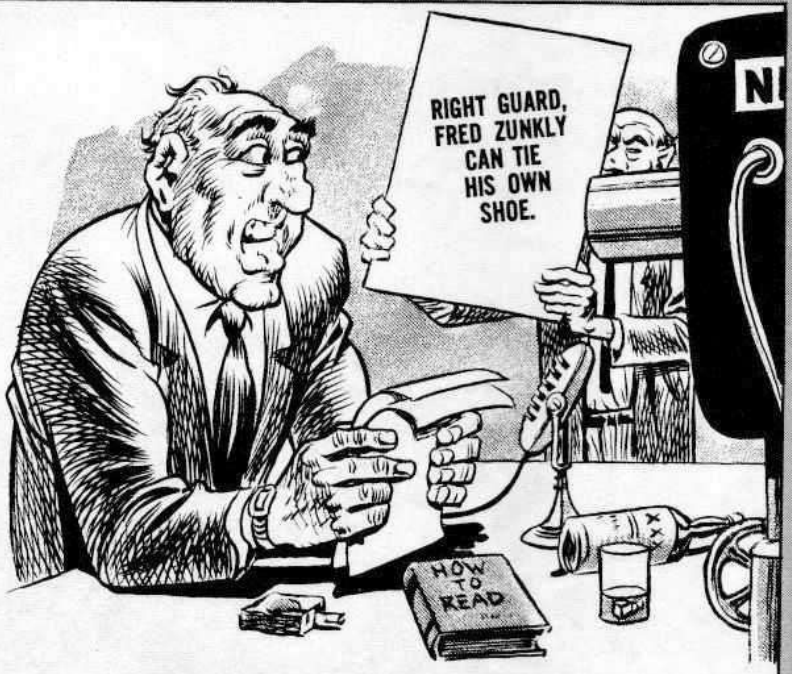
The TV director is a great help when the sportscaster interviews an athlete. When the player starts cursing, he quickly cuts to a "Help Keep America Clean" commercial.

LESSON 4.

THE EX-ATHLETE

See the man. Who is this man? This man a few years ago was a super-star sports hero. He played football for a college, then he played football for a professional team. Why did he play football? He played football because he enjoyed the excitement, the glamour and the money.



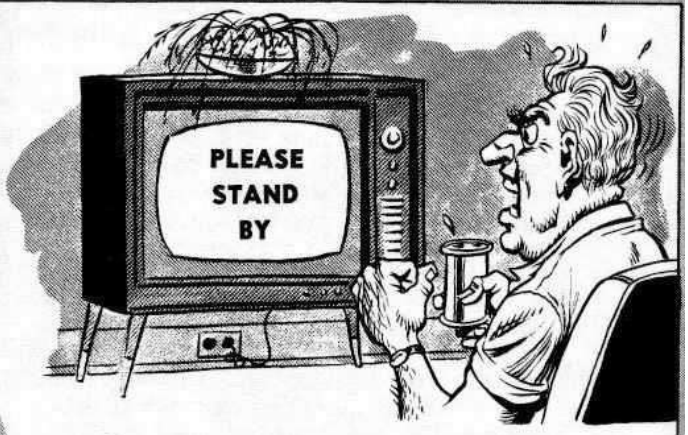


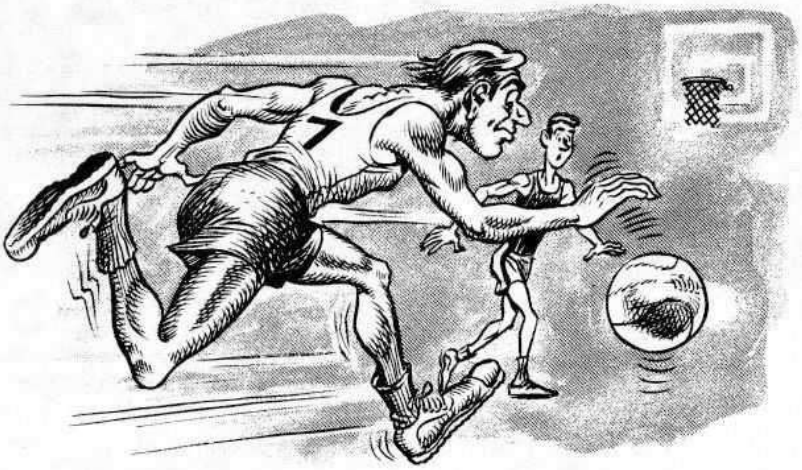
What does the man do now? The man does the "color" on the telecasts. He offers little-known facts about the players. Such facts as the left end plays the piano, the right tackle speaks French fluently and the center played three years of college football until they found out he didn't finish grade school.

LESSON 5.

THE WINNING BASKET?

See the man running down the court. Why is he running down the court? He is running because there are only ten seconds left in the game. His team is behind by the score of 107 to 108. If he makes this basket, his team will win. He is getting ready to shoot, and there are five seconds left in the game.





See the sports fan sitting home. See the man turning blue with frustration because he doesn't know if the basket was made or missed. The reason he is in the dark is because of technical difficulties. What are technical difficulties? Technical difficulties can occur when the TV camera goes dead, or when the cable breaks, or when the sports-broadcaster falls out of the booth because he's loaded.

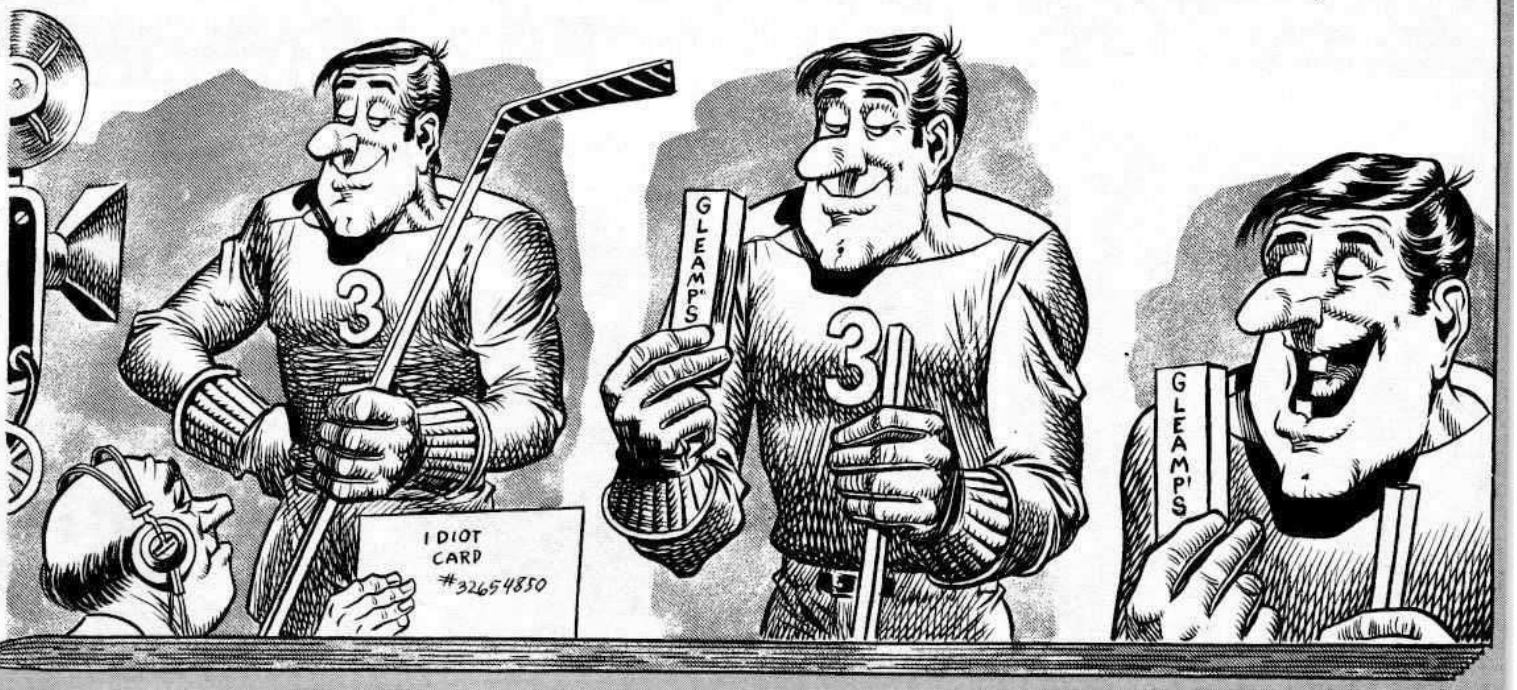
LESSON 6.

THE HOCKEY PLAYER DOES A COMMERCIAL

This man is a star hockey player for the New York Skunks. He is getting ready to film a TV commercial.

The director has shouted, "lights . . . action . . . camera!" The star player holds up a tube of Gleamp's toothpaste. The star player is going to talk about how good Gleamp's toothpaste is.

The TV director yells "cut." Why does the director yell "cut"? He yells "cut" because when the star player opens up his mouth to sell Gleamp's toothpaste, he will show that he has no teeth left from playing so many years of hockey.



LESSON 7.

THE BIG FIGHT

These two boxers look confused. Why are these two fighters confused? They are confused because the sports announcer is talking so excitedly. The man is yelling that the champion lands with a right and a left to the jaw. His opponent then staggers the champ with a hard right to the stomach. Each boxer is confused because they know they haven't landed a punch since the second round. Why does the announcer talk with so much gusto? He talks with so much gusto so that the viewer at home won't fall asleep while watching this waltz.

What else does a fight announcer do? He spends a lot of time writing letters to the people who watched the fight on TV explaining why he kept calling the boxers by the wrong names and why he had the wrong fighter ahead on points.

LESSON 8.

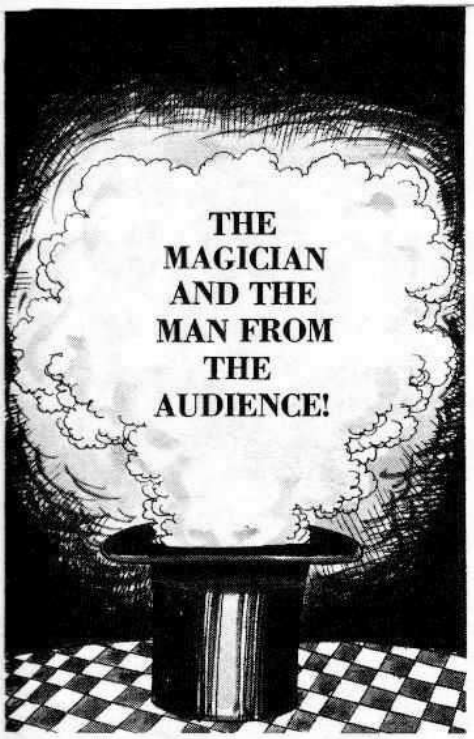
THE POST GAME INTERVIEW

See the athletes sitting around all sweaty and dirty. See the man in the middle holding the microphone with his big mouth open. Why is the man's big mouth open? It is open because sportscasters do all the talking while the athletes just sit around nodding. What happens when an athlete starts to answer a question? He is quickly interrupted by a commercial.

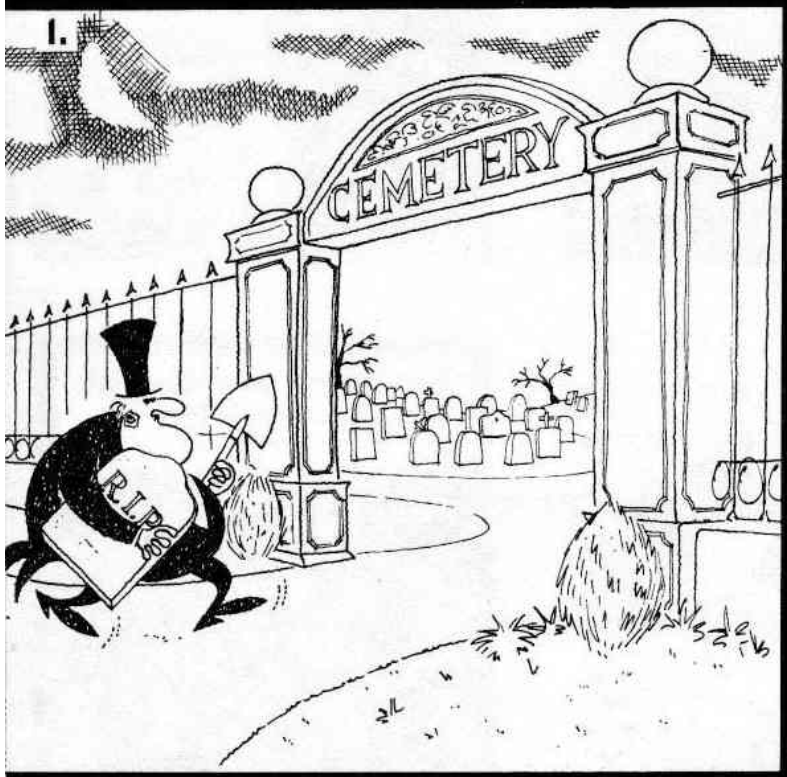
The sportscaster has asked a player to show the viewers at home how to hold a baseball bat. Is the player happy holding a bat? No, the player would rather be in a bar holding a tall drink. Why do baseball players go on these post game TV shows? They go on these post game TV shows because they like publicity and the money they are paid for being guests.

But, the main reason they appear on this type of program is because their manager has told them if they don't, he'll trade them to the Mets.

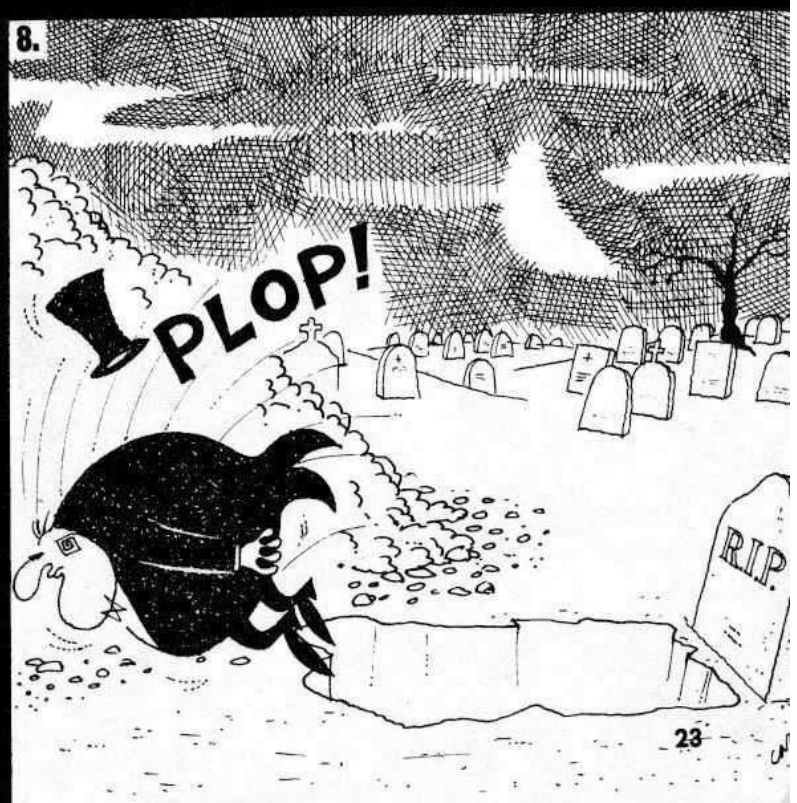
THE FUN IS FASTER THAN THE EYE SECTION:



IT HAPPENED AT



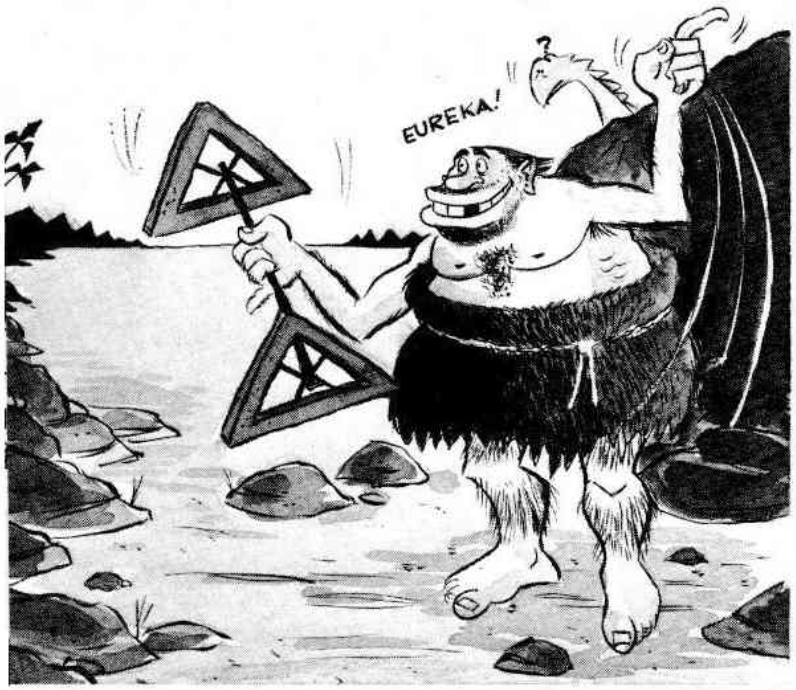
THE CEMETERY



COLOSSAL CLODS THROUGHOUT HISTORY SECTION:

CRACKED'S OF BORN

OGRO: Inventor of the triangle. After making many shapes, he decided this one would start the transportation cycle and lift men out of the caveman era.



MALE & FEMALE GROTZIK: Refused to board Noah's Ark because it didn't look like it would be much of a rain storm.

NIBEL COMPLICO: In 1491, while sailing from Genoa to Spain, he went off-course and landed on the shores of North America. He found only trees and redskins, and decided not to tell anyone of his stupid seamanship.

PASTA FAZOOL: Artist. Begged Leonardo da Vinci to take this model off his hands because she had a stupid smile that was driving him nuts.

GALLERY LOSERS

REGINALD LORDLEY: Didn't want his friends to laugh at his playwriting efforts so he paid six-pound-four-shillings to an unemployed actor (William Shakespeare) to use his name as author of the scripts.

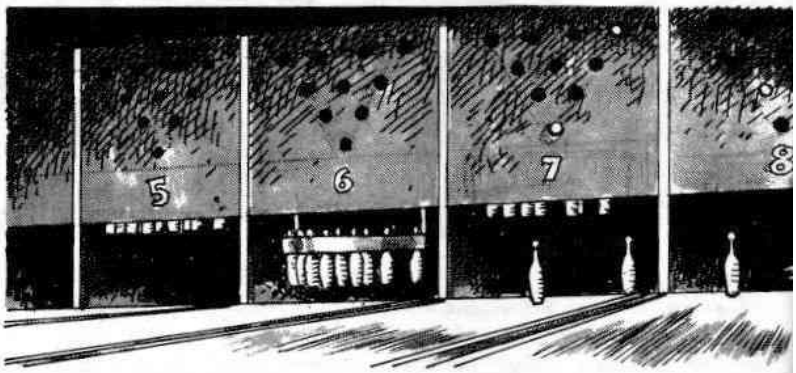
CLIM CREAZY: Bought 6,000 acres of land in the Oklahoma Territory in 1810. Found black, oily liquid oozing out of the ground. Unloaded the property for $500 because the gook was spoiling his corn crop.

POLE CORTER: Wrote four songs . . . "Tea For Three," "Moondust," "That Old White Magic" and "Smoke Gets In Your Nostrils."

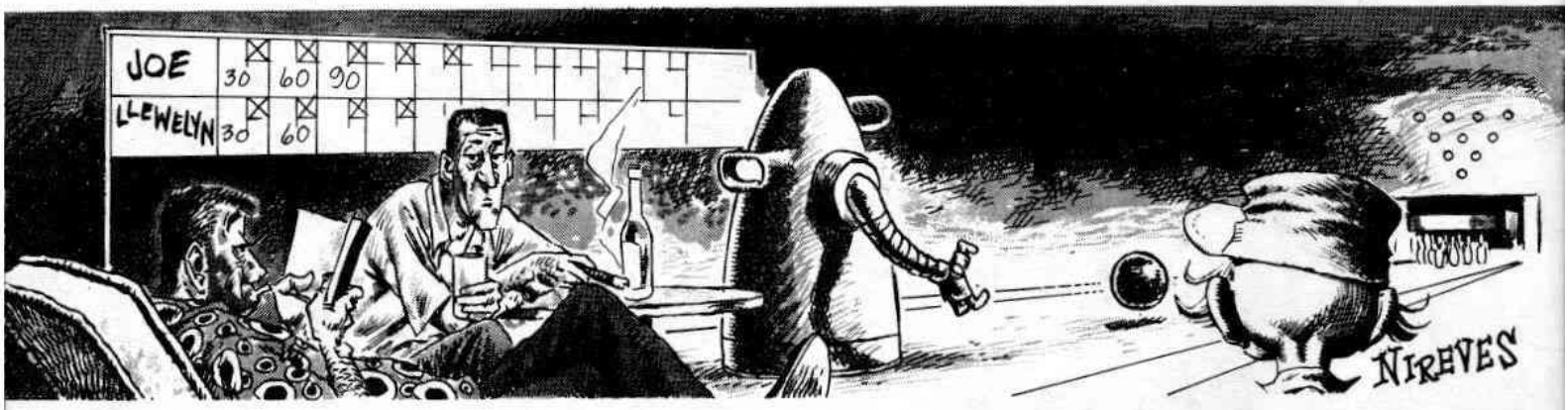
SYLVESTER P. SMYTHE

YESTERDAY'S BOWLING ALLEY was 0% automated. A pinboy would set up the pins after each frame and then return the ball.

TODAY'S BOWLING ALLEY is 50% automated. Humans are no longer needed to reset the pins and return the ball.



TOMORROW'S BOWLING ALLEY will be 100% automated. . . . Humans won't even be needed to throw the ball or keep score.



THE AGE OF AUTOMATION IS BARELY AT HAND AND ALREADY PEOPLE ARE COMPLAINING IT'S GETTING OUT OF HAND! WE AT CRACKED, HOWEVER, DO NOT BELIEVE PROGRESS CAN BE STOPPED. TO SHOW YOU WHAT WE MEAN, WE TAKE A SNEAK PEEK IN THE RUBE GOLDBERGIAN WORLD OF TOMORROW WITH OUR INTERPRETATION OF . . .

FUTURE AUTOMATED DEVICES

THE TV-ITRON

1. ELECTRIC-EYE ROBOT ATTACHMENT DOES THE FOLLOWING:
- READS TV GUIDE
- SELECTS AND TURNS ON BEST PROGRAM
- MAKES MINOR REPAIRS
- WHEN NO GOOD PROGRAMS ARE AVAILABLE, IT THROWS YOU A BOOK.

4. SNACKITRON ATTACHMENT SLIDES TO YOUR SIDE AND OPENS UP AUTOMATICALLY DURING EVERY COMMERCIAL.

5. TO AVOID INDIGESTION, WARNING BUZZER SIGNALS WHEN COMMERCIAL IS 5 SECONDS FROM BEING OVER.

2. STEEL TRAP OPENS UP AS SOON AS A CHANNEL SWITCHER ENTERS THE ROOM.

3. SEAT EJECTOR BUTTON PROPELS YOU TOWARDS BATHROOM.

GOLFOMAT

GOLFOMAT LOUDSPEAKER

1. AUTOMATED PLEXIGLASS TOP PROTECTS GOLFER FROM SUN, RAIN AND PIGEONS.

ENLARGED VIEW OF PRE-RECORDED MESSAGES
- "FORE"
- MILD CURSES
- BLUE STREAK CURSES
- PLAYS 5 MINUTES OF RIP-ROARING BAND MUSIC IN CASE OF HOLE-IN-ONE
- LONG WHISTLE TO BE USED IN CASE PRETTY GIRL GOES BY OR PARTNER MAKES GOOD SHOT

4. GOLFER PRESSES BUTTON FOR APPROPRIATE MESSAGE TO BE ANNOUNCED OVER GOLFOMAT LOUDSPEAKER.

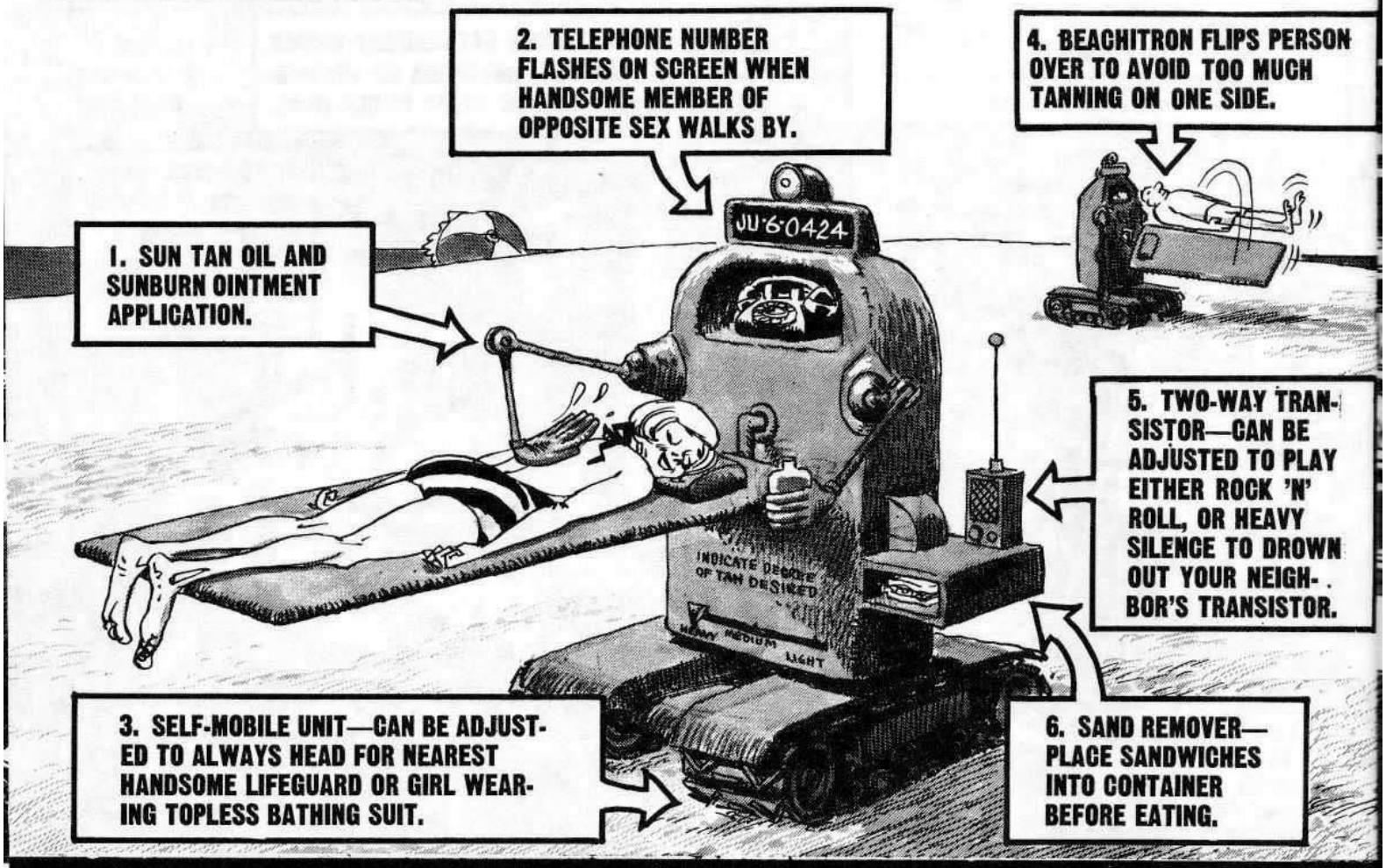
2. ELECTRONIC SCOREKEEPER CAN BE ADJUSTED TO INDICATE HONEST SCORE OR RESPECTABLE SCORE.

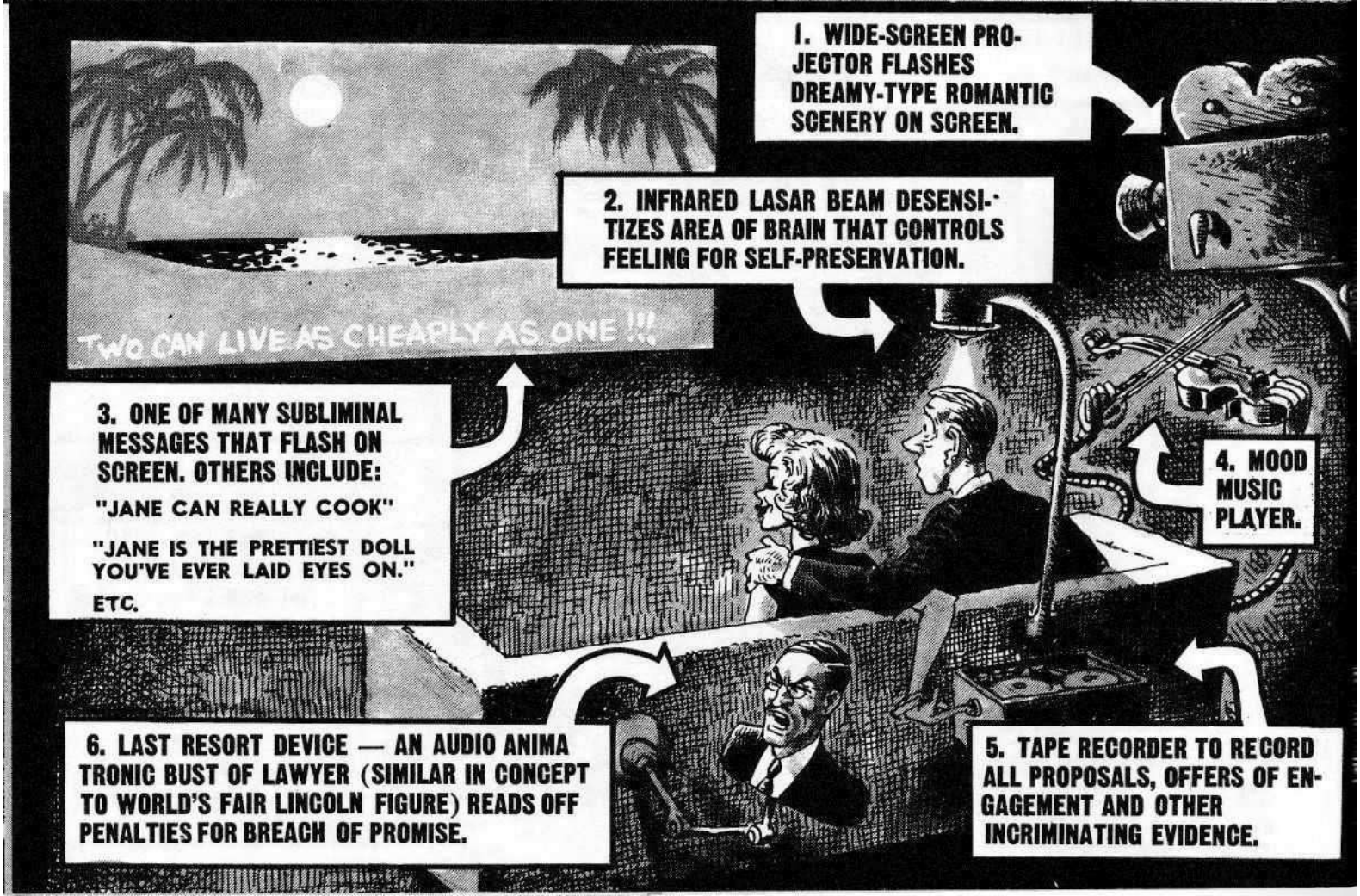
5. GADGET ARM AUTOMATICALLY POURS OUT STIFF DRINK EVERY TIME GOLFER GOES OVER PAR.

6. ELECTRIC-EYE SURVEYING INSTRUMENT INDICATES PROPER NUMBER CLUB TO USE FOR EACH SHOT.

3. ELECTRONIC EMBARRASSMENT SAVER—DESIGNED TO KICK BALLS OUT OF SAND TRAPS UNOBTRUSIVELY.

THE ALL-PURPOSE BEACHITRON

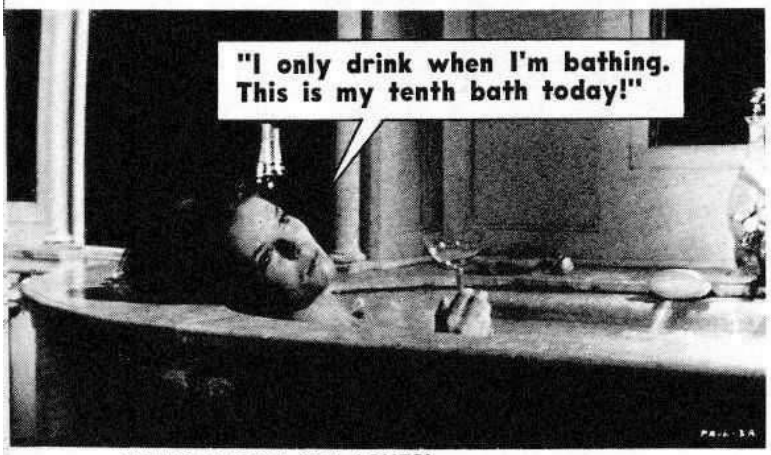




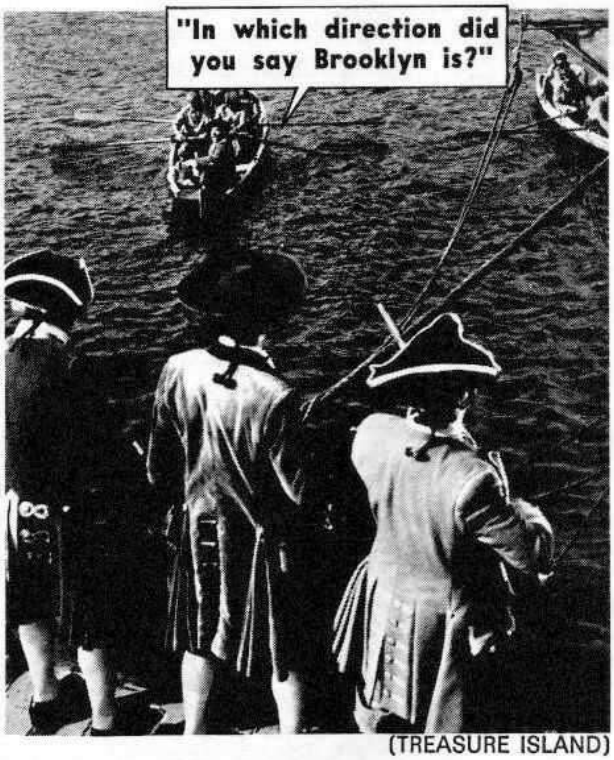
THE SUPER MARKETRON
SHOP GOLDEN
1. THOUGHT MACHINE READS SUBJECT'S BRAIN WAVES TO FIND OUT WHAT HE WANTS TO PURCHASE AND THEN TRANSFERS MESSAGE TO AUTOMATIC HAND.
2. AUTOMATIC HAND THEN SELECTS THE APPROPRIATE PRODUCTS AND DEPOSITS THEM INTO ENGINE-DRIVEN SHOPPING CART.
4. ELECTRIC-EYE CHECK OUT ROBOT REACHES INTO SUBJECT'S BILLFOLD OR PURSE TO OBTAIN PURCHASE PRICE OF GOODS.
PACKAGING STRAIGHT AHEAD
MUNCHIES
$17.92
CHANGE MAKER
3. AS EACH ITEM IS PLACED INTO THE CART, THE COST IS ELECTRONICALLY ADDED AND SHOWN ON THE TOTAL PURCHASE INDICATOR.
5. FINAL STEP: SUBJECT PRESENTS HIS TRADING STAMP BOOK TO AUTOMATIC TRADING STAMP PASTER-INNER.
AUTOMATED TV CLASSITRON
1. 180 TV MONITOR CAMERA FLASHES IMAGES OF CLASS BACK TO CENTRAL MONITORING OFFICE.
2. HEAD MONITOR SPOTS AN UNRULY STUDENT AND SENDS AN ELECTRIC IMPULSE BACK TO HIS CHAIR
8. 50,000 VOLTS PASS THROUGH DOORWAY WHILE CLASS IS IN SESSION. ONLY WHEN CLASS IS OVER MAY STUDENTS GO THROUGH SAFELY.
4. MECHANICAL HAND MAKES APPROPRIATE CHANNEL SWITCHES FOR TV CLASS.
7. MECHANICAL HAND WITH ELECTRIC-EYE ATTACHMENT SWATS ANY STUDENT WHO ATTEMPTS TO SWITCH CHANNELS TO BALL GAMES.
3. DISOBEDIENT STUDENT GETS IT IN THE END.
5. PNEUMATIC TUBE DEVICE TO ENABLE STUDENTS TO SEND VARIOUS ITEMS BACK TO TEACHER
HOME WORK
EXAMS
APPLES
6. DESK PHONES CONNECTED TO TV TEACHER SO THAT SHE CAN CALL ON ANY STUDENT TO RECITE.

RIGHT FROM THE MOVIES SECTION:

THE QUICK QUIPPERS!



(RETURN FROM THE ASHES)



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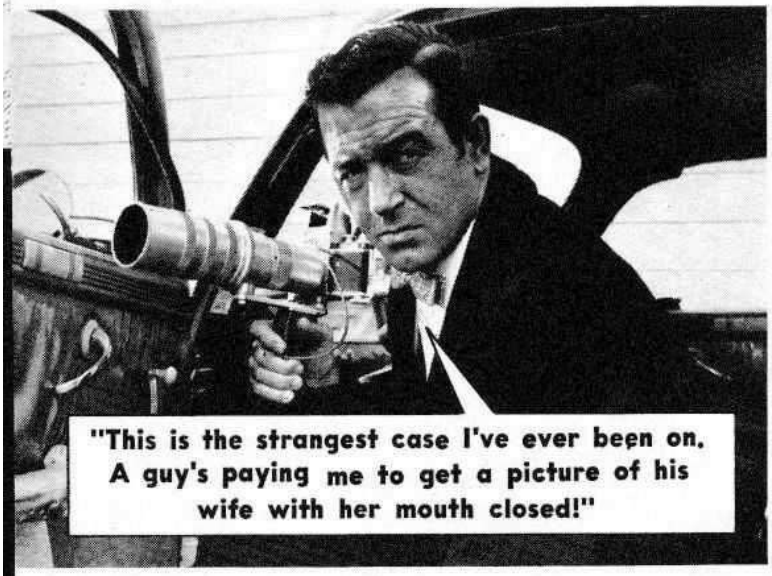
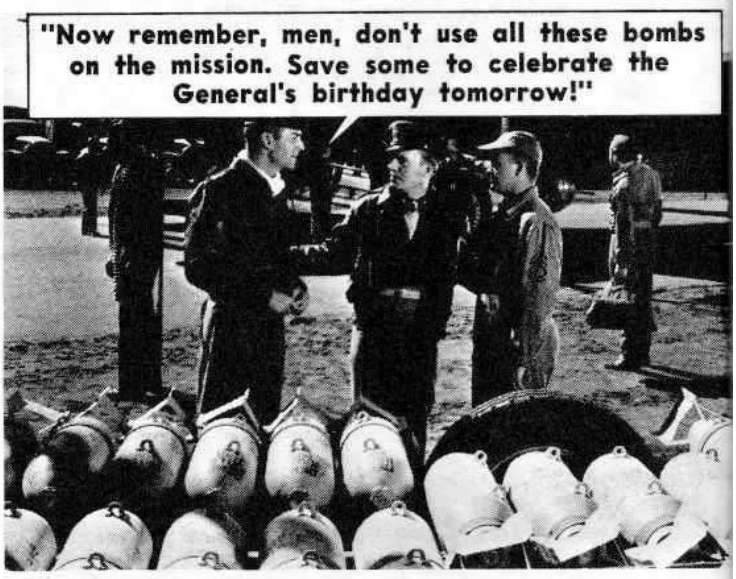
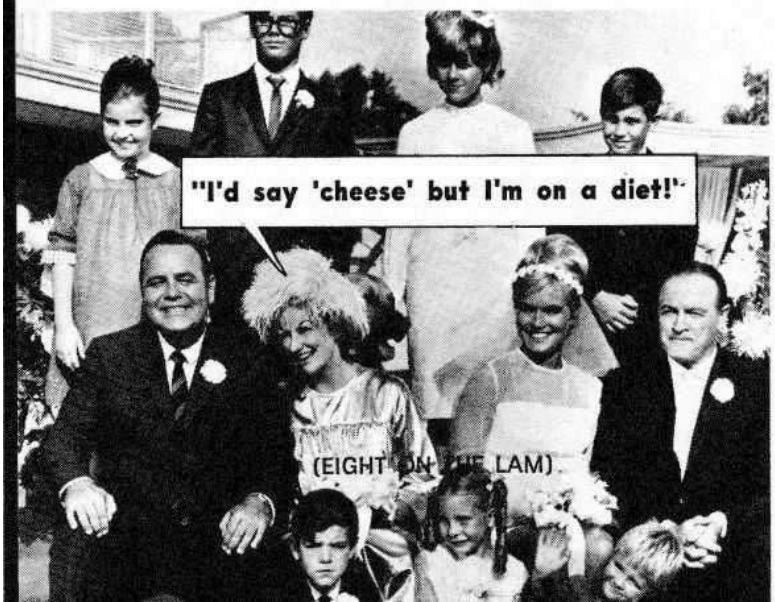
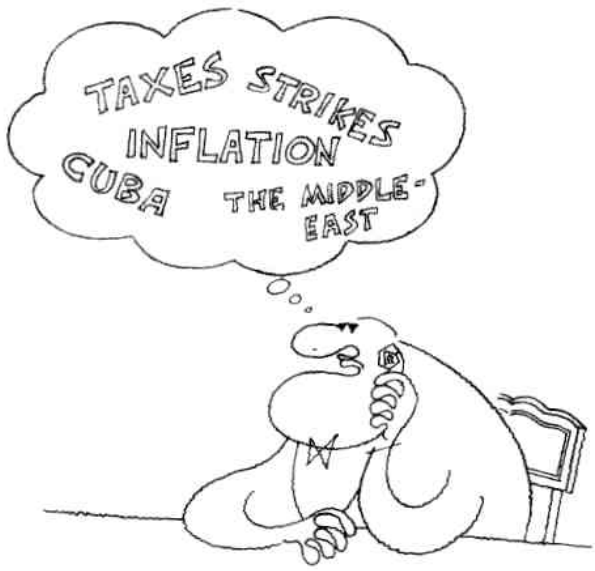






(EIGHT ON THE LAM)

BLACK THOUGHTS



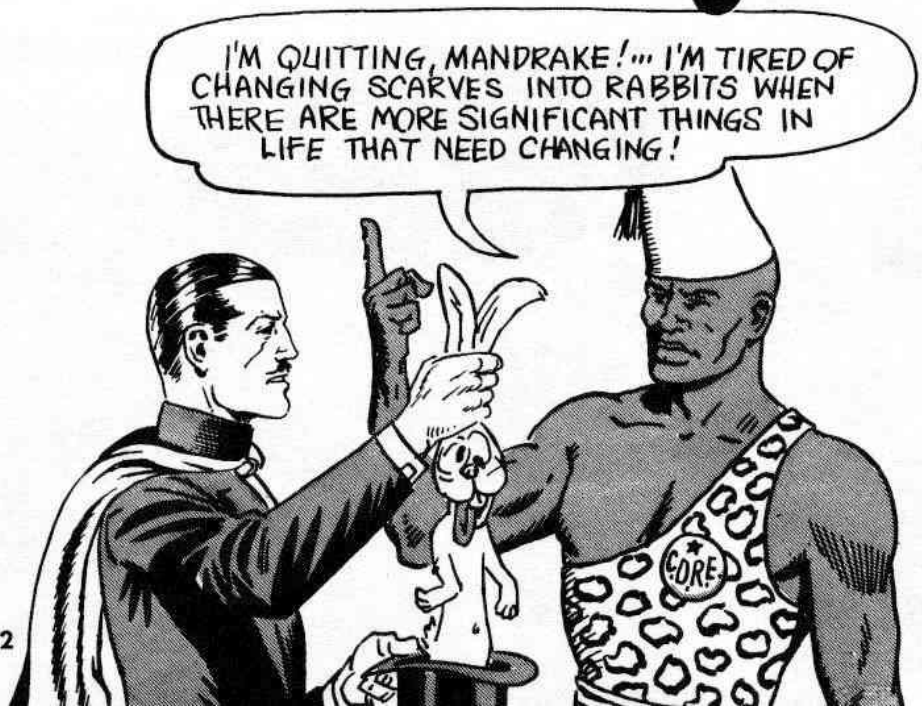
Caracci

HUMOR IS NO LAUGHING MATTER SECTION:

Comic strip characters seem to have such an easy time solving ultra-complicated problems . . . like bringing a nefarious gang to justice, or preventing planets from colliding. On the other hand, we mortals seem to get bogged down by just day-to-day living. This got us to thinking at CRACKED that maybe it would be quite a different story

IF COMIC STRIP CHARACTERS HAD TO FACE SIMPLE BUT REALISTIC PROBLEMS!

SEVERIN



LITTLE ORPHAN ANNIE

BATMAN

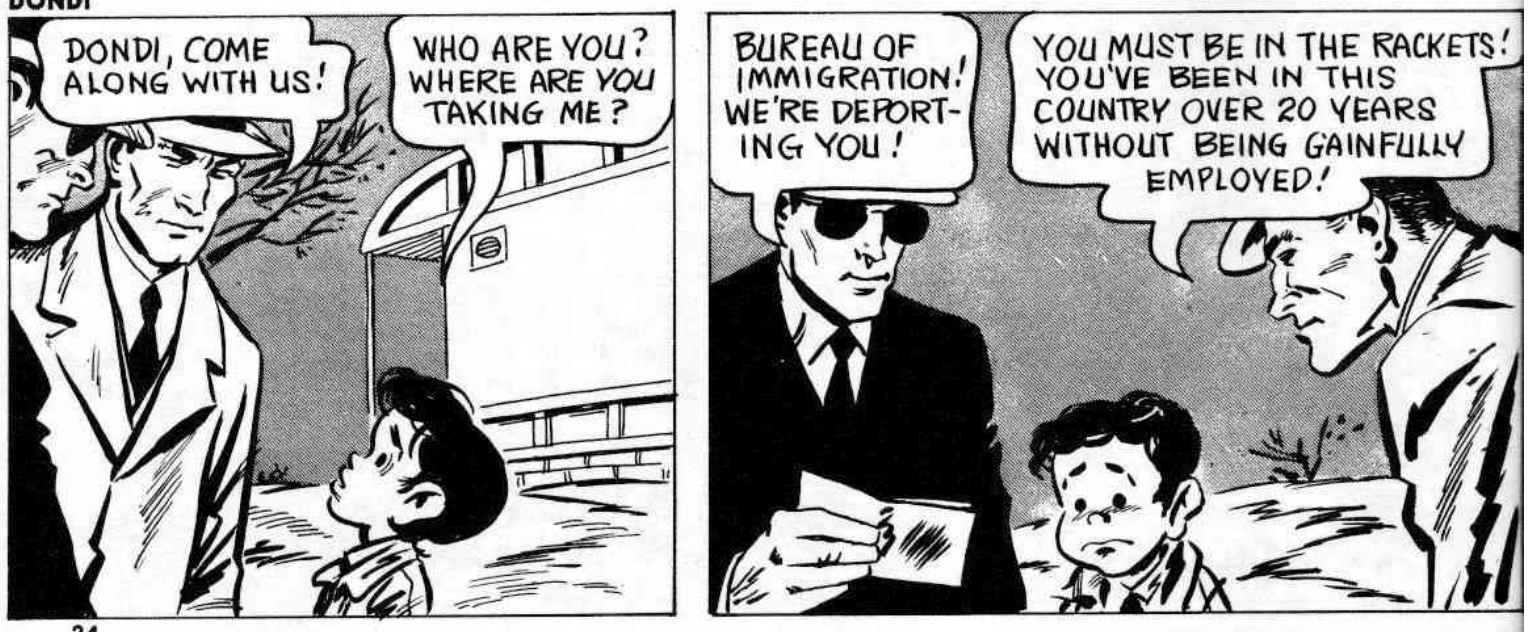
REX MORGAN, M.D.

DON'T WORRY, ANNIE! I'LL BE RIGHT OVER!
MAKE MONEY NOT LOVE
SIT DOWN, FELLOW! YOU AIN'T GOING ANYWHERE!
NOT UNTIL YOU EXPLAIN ALL THOSE BUSINESS DEDUCTIONS FOR 1962, '63, '64 AND '65!
YOU CAN TAKE THEM AWAY, OFFICERS!
DON'T YOU REALIZE YOU JUST VIOLATED THEIR RIGHTS UNDER THE FIRST, FOURTH AND FOURTEENTH AMENDMENTS?
WITHOUT A WARRANT YOU TWO ARE GUILTY OF FALSE ARREST AND LIBEL!
COME ALONG QUIETLY, YOU TWO!
TAKING THE LAW INTO YOUR OWN HANDS! TSK! TSK!
HE'S SEVERED HIS AORTA, HIS JUGULAR AND HIS OBITER-DICTUM... IT'S GHASTLY!
AS A RULE, I DON'T MAKE HOUSE CALLS BUT IN YOUR CASE I'LL MAKE AN EXCEPTION!
... I'LL BE RIGHT OVER AS SOON AS I FILL IN ALL THESE MEDICARE AND BLUE CROSS FORMS IN TRIPLICATE!

SUPERMAN

BLONDIE

DONDI



REAL AD

CRACKED FUN SHOPPE

BARGAIN MERCHANDISE

SPOOK HAND!
$2.00 Ea.

Natural-looking rubber hand. A startling, eerie effect!

MELTED ICE CREAM
$1.00 Ea.

Ooey-Gooey! The perfect practical joke in heavy plastic!

FAKE FAUCET
$2.00 Ea.

"Water on the brain?" That's what friends will ask when they see this real-looking chrome faucet attached to your forehead. Get big laughs attaching it to your desk, a fireplace log, chair, etc.

NUTTY CATSUP BOTTLE

Press the soft, plastic catsup bottle, and out shoots what looks like the real McCoy! Trick is that a catsup-colored string is ejected as you press the bottle. Great fun! Easily reloaded for wacky squirts.

VENUS FLY TRAP
$1.25 FOR THE WORLD'S MOST TERRIFYING HOUSE PLANT!

This plant actually eats bits of meat, flies and insects! No work! Easy to grow! The Venus Fly Trap bulbs grow especially well in the home. Plants thrive in glass containers and will develop in 3 to 4 weeks. Each order includes 3 Fly Traps plus extra special material packed in plastic bag. ONLY $1.25. FEED IT RAW BEEF! AMAZING is the word for this startling, surprising plant.

CRACKED FUN SHOPPE
108 South Franklin Avenue
Valley Stream, L.I., N.Y. 11580

I enclose $_____ for:

_____Spook Hand _____Melted Ice Cream
_____Nutty Catsup _____Fake Faucet
_____Venus Fly Trap

Name_____

Address_____

City_____

State_____ Zip_____

HORROR HOUSE!

$3.00 Ea.
FRANKENSTEIN'S MONSTER MASK.
Be the "Death of the Party."

WEREWOLF MASK.
Gruesome to Behold.
$3.00 Ea.

SHRUNKEN HEAD
$2.00 Ea.

Looks absolutely real. Tell your friends you picked it up on your last safari. A real scream!

HORRIBLE HANDS.
Only $3.00 per pair.

FRANTIC FEET.
Only $3.00 per pair.

RAT IN THE BOX.
Only $1.00 Ea.

BLACK WIDOW SPIDER.
$1.00 Ea.
A real horror, but great fun.

HORROR HOUSE
108 South Franklin Avenue
Valley Stream, L.I., N.Y. 11580

I enclose $_____ for:

ALL RUBBER MASKS $3.00 each.

- ☐ BLACK WIDOW SPIDER
- ☐ HORRIBLE HANDS
- ☐ SHRUNKEN HEAD
- ☐ RAT IN BOX
- ☐ FRANTIC FEET
- ☐ MONSTER-FROM MERCURY
- ☐ DEVIL
- ☐ FRANKENSTEIN'S MONSTER
- ☐ ZOMBIE
- ☐ WITCH
- ☐ WEREWOLF
- ☐ MAN-FROM-MARS
- ☐ VAMPIRE
- ☐ HORRIBLE-MONSTER
- ☐ SKULL
- ☐ GORILLA

Name_____

Address_____

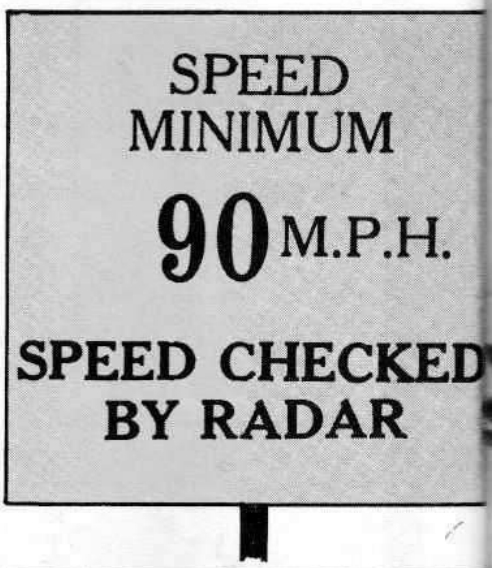
City_____ State_____ Zip_____

THE RAGE TO RAGE SECTION:

AS THE VIOLENCE

The nation is on a violence kick. Violence is fast replacing baseball as our national pastime . . . witness the frequent riots wrought on our cities by a minority group intent on wanton destruction and looting. We're referring, of course, to the riots by college students at Fort Lauderdale, Newport, Weir's Beach, etc., etc. Perhaps our attraction to violence comes from constantly being subjected to books, movies, plays and TV shows that glorify mayhem. Even as tots we're introduced to violence via the gory tales about the splattered remains of Humpty Dumpty and the broken crowns of Jack and Jill. Whatever the cause, violence is on the upswing. CRACKED shows what our everyday world may soon look like . . .

TRAFFIC SIGNS



BABY TOYS

HOROSCOPE your STARS

ARIES (Mar. 21 to Apr. 19)
Plan early in matters of revenge. This is an excellent time to exterminate long-standing enemies. However, getting rid of relatives should be put off for a more favorable time.

TAURUS (Apr. 20 to May 20)
The possibilities for rioting and insurrection were never better. But exercise caution in going looting with people born under the sign of VIRGO. This could be your undoing.

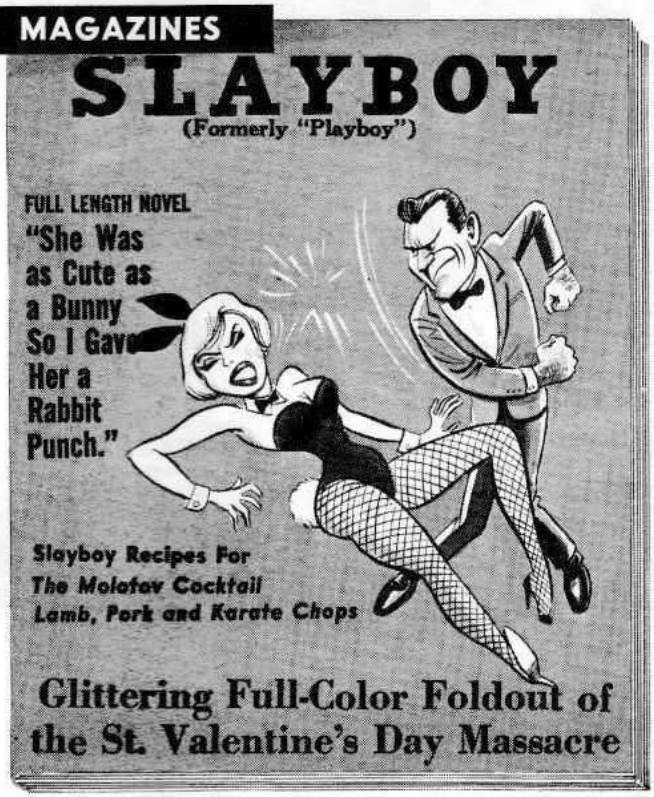
GEMINI (May 21 to June 21)
A question of an old murder can bring embarrassment to you. Your violent, sadistic nature should be preserved, but don't go out of your way to irritate an aggressive law officer.

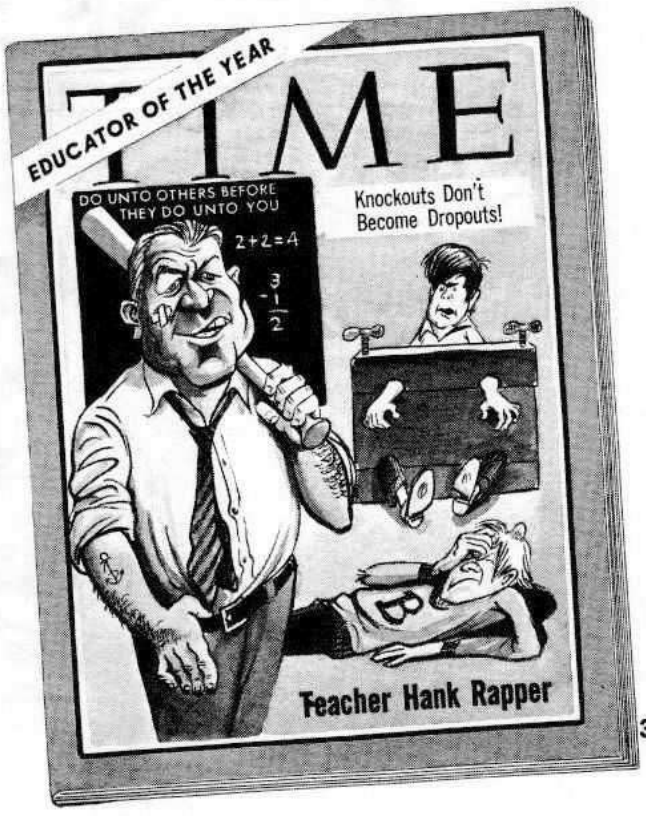
CANCER (June 22 to July 22)

TREND TOWARDS INCREASES

COMMEMORATIVE STATUES

MAGAZINES

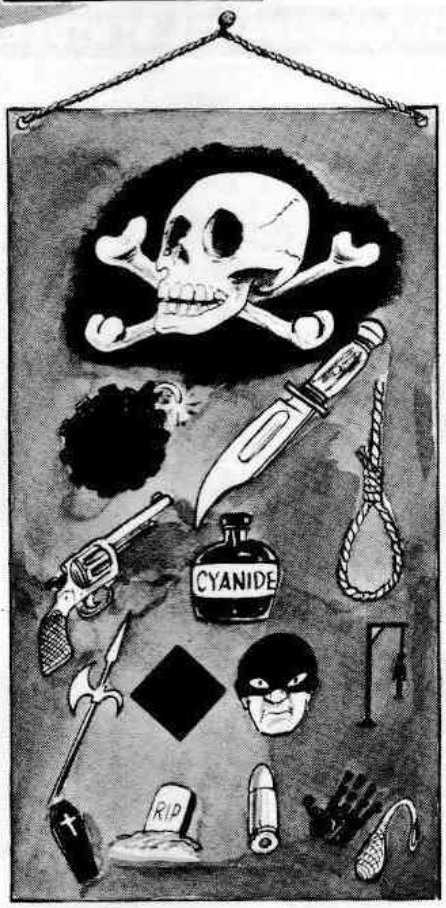


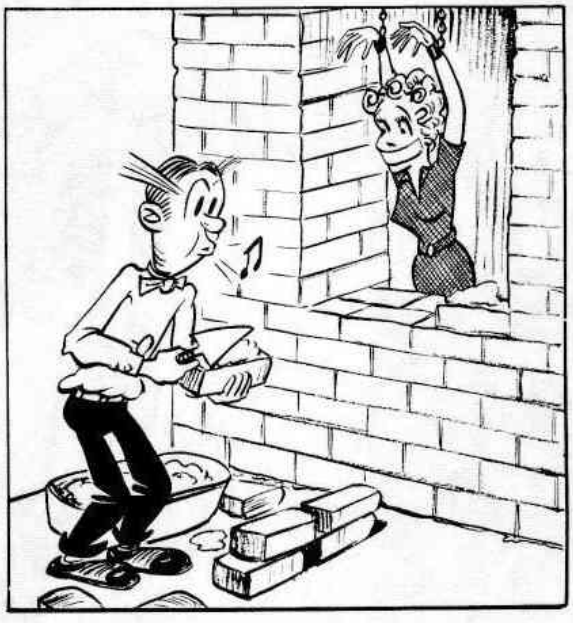


DEPARTMENT STORE WINDOW DISPLAYS

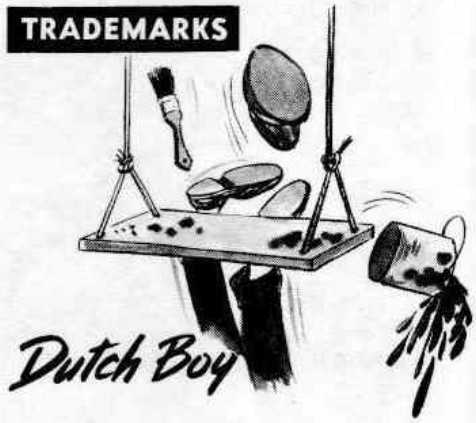
EYE CHARTS

HUMOR COMIC STRIPS

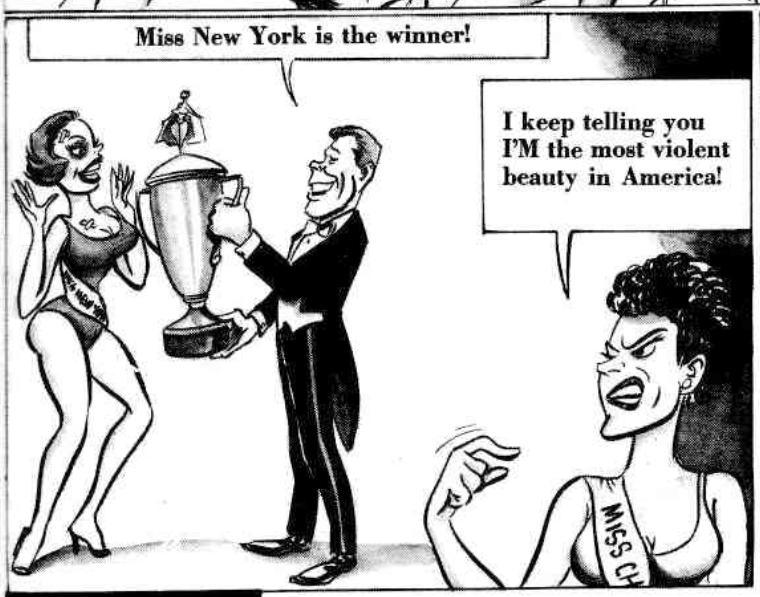




TRADEMARKS



BEAUTY CONTESTS



TELEGRAMS

MAYHEMGRAM

BY WESTERN UNION

NAME OF VICTIM _____

ADDRESS _____

CITY _____

VICTIM'S BLOOD TYPE _____

IF NEXT OF KIN IS TO BE NOTIFIED FILL OUT BELOW.

_____

_____

NAME & ADDRESS

INDICATE DEGREE TO WHICH YOU WANT VICTIM WORKED OVER

☐ LUMPS & BRUISES

☐ SIMPLE FRACTURES

☐ BROKEN BONES WITH EXTENDED STAY IN HOSPITAL

☐ "PERMANENT ELIMINATION"

INDICATE CHOICE OF MESSAGE TO ACCOMPANY BEATING

☐ YOU #!%?! SQUEALER

☐ YOU #!%?! TWO-TIMING LOVER

☐ I TOLD YOU NOT TO FLUNK ME

☐ HAPPY ANNIVERSARY TO MY SPOUSE

☐ NOBODY CAN SAY THAT ABOUT MY METS AND GET AWAY WITH IT

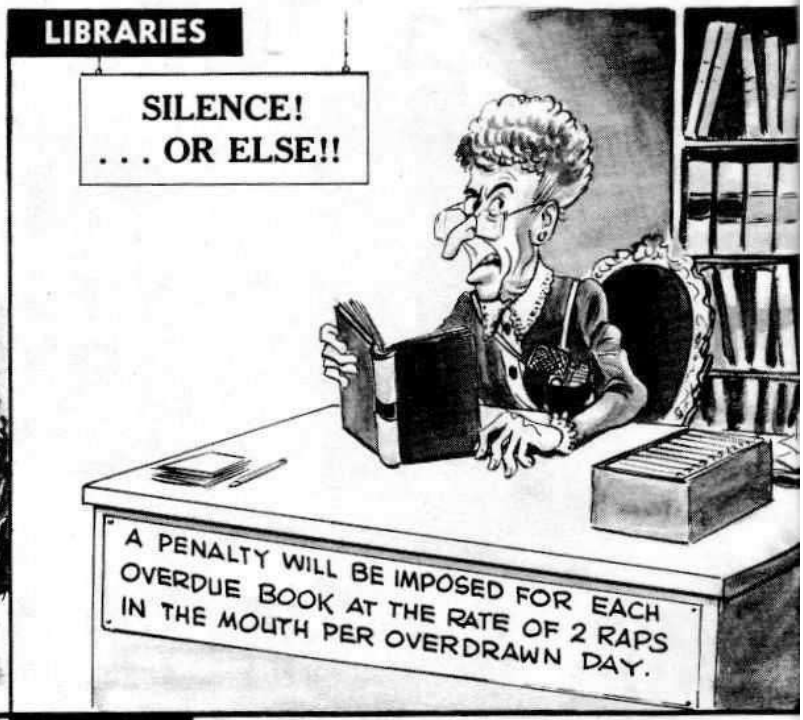
SIGNED _____

SENDER'S NAME & ADDRESS _____

THE BOY SCOUTS

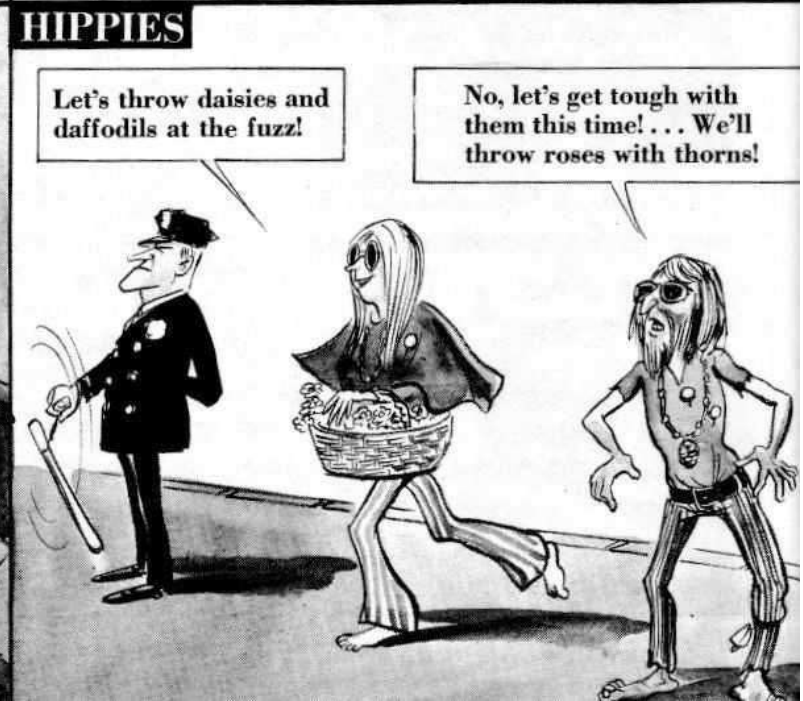
BIRD-WATCHING SOCIETIES

LIBRARIES



THE AVON GIRL

HIPPIES

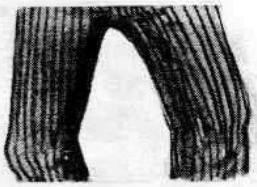


MADISON AVENUE

The scarred face of Al Capone

The maniacal hands of the Boston Strangler

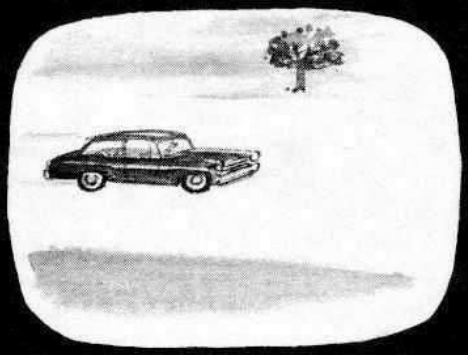
The stomach-wrenching body odor of Goorew Freakoutt, Haight-Ashbury hippy.



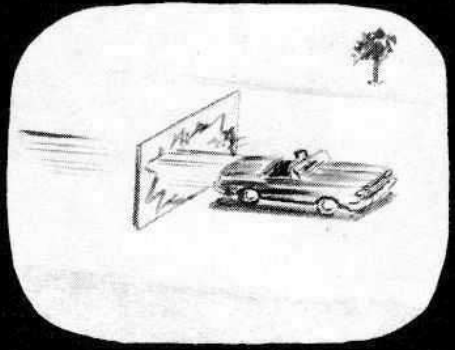
The groin-smashing knees of N. Forcer, Mafia loan shark.

The hobnailed jackboots of Heinrich Himmler, SS Fuehrer.

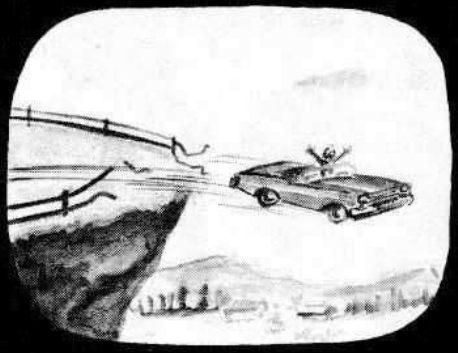
WOOD



The car without Platformate in its tank went only this far.



The car with Platformate went much farther . . .



. . . all the way to the Pearly Gates.

THE SUPER VIOLENT MAN

WE PUT ONE TOGETHER TO SHOW YOU HOW YOU CAN BE IN THEIR LEAGUE WITH OUR SCOTCH.

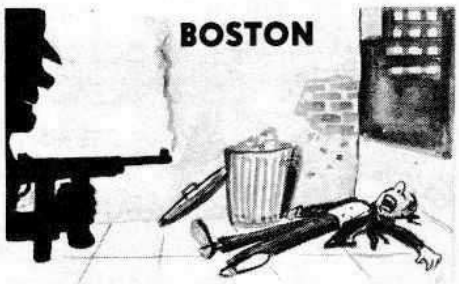
100 POWS
Scotch by Slugum

First, our rotgut booze makes you angry enough to undertake any form of violence. Next, our bottle makes for a handsome jagged weapon . . . or a dandy Molotov cocktail container.

SEE AMERICA FIRST

The city that has genuine handmade ruins, not like those phoney natural ruins you find in Pompeii, Athens and Rome.

See a mugging take place right before your very eyes. You may even be the lucky victim.

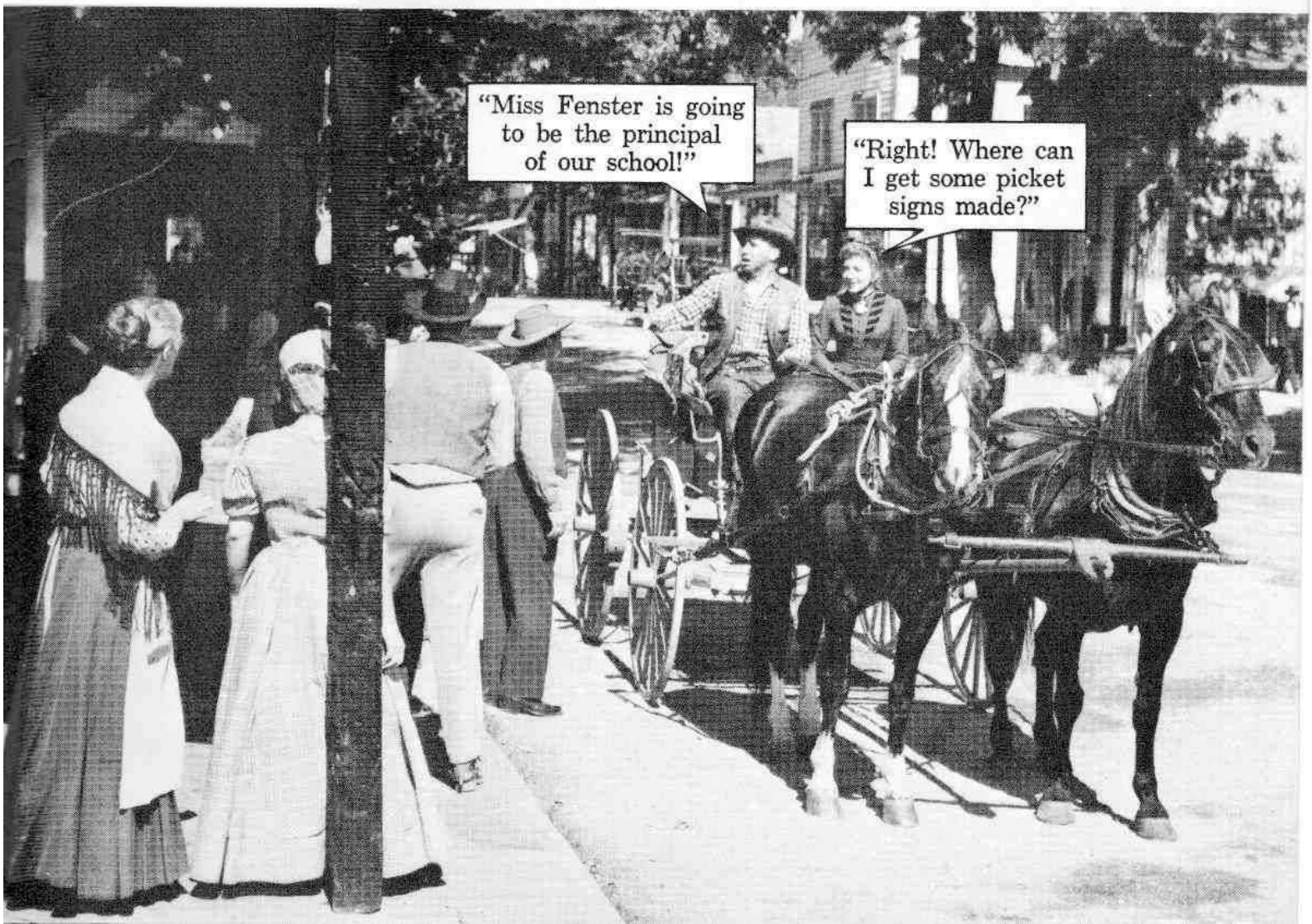


The city that tries harder because it's only #2 to Chicago. Did you know in the last few years there have been over 40 gangland killings in Beanstown? . . . And **without** the help of the Boston Strangler!

THE BIG TALK SECTION:

SHUT-UPS

"Big deal! So now I'm the king! What I really wanted was a blue rattle!"


"Miss Fenster is going to be the principal of our school!"
"Right! Where can I get some picket signs made?"

CRAZY, HIP, FUN-FAD BONUS!

Be the first in your crowd to start this newest nut craze—HEADLINES! Cut out these smile stickers, and stick 'em on your *forehead*. Let the world know how you feel about what's happening!

WHO STOLE MY WHALE?

I HAVE EYES FOR YOU!

HELP BEAUTIFY PHYLLIS DILLER!

DANGER!! I'M A WALKING VOLCANO!

DON'T HURT ELEPHANTS!

IF YOU LIKE ME, WRITE YOUR PHONE NUMBER HERE

MORE MONEY IS WHAT I NEED!

GIVE GIVE ME ME

STOP THE WORLD . . AND LET'S START ALL OVER AGAIN!

WET PAINT! DON'T TOUCH ME!

HELP THE NEEDY! STICK A DOLLAR BILL IN MY EAR!

YOU AND I AND MOM'S APPLE PIE.

WHAT THE WORLD NEEDS NOW IS KING KONG!

IF AT FIRST YOU DON'T SUCCEED, FREAK OUT.

GOOF-OFF MEDAL

ME, TARZAN. YOU, JANE. LET'S SWING!

SAVE PEANUT BUTTER JARS!

TAKE ME HOME WITH YOU. I'M LOST.